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ABSTRACT

Commissioned by the Association for Education in Journalism and Mass Communication (AEJMC), this monograph presents the highlights of the history of organized efforts to improve education for journalism in the United States and to stimulate studies in the field of mass communication. Following brief biographies of the AEJMC founding fathers, Willard Grosvenor Bleyer and Walter Williams, the major portion of the monograph is divided into three parts interspersed with other biographical vignettes and set off by two interludes. The first part summarizes the founding years (1912-1938) of the American Association of Teachers of Journalism (AATJ) and the Association of American Schools and Departments of Journalism (AASDJ). The 40-year history of the American Society of Journalism School Administrators (ASJSA) is outlined in an interlude. The second part discusses the formative years of ASJSA, the Association for Education in Journalism (AEJ), and the American Council on Education for Journalism (ACEJ) from 1939-1963 while impressions of more than 50 years of conventions are conveyed in the second interlude. The third part recounts the history of AEJMC and the Association of Schools of Journalism and Mass Communication (ASJMC) from 1964-1987. (Lists of the AEJMC Council of Affiliates 1986-87, presidents of AATJ, AEJ, AEJMC, AASDJ, ASJSA, and ASJMC from 1912-87, and other organization administrators are appended.) (MM)

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AEJMC: 75 Years in the Making

A History of Organizing for Journalism and Mass Communication Education in the United States

Edwin Emery
and
Joseph P. McKerns

75
Association for Education
in Journalism and
Mass Communication
1912-1987

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EDWIN EMERY
and
JOSEPH P. McKERNS

AEJMC: 75 Years in the Making

A History of Organizing for Journalism and Mass Communication Education in the United States

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by the Association for Education in Journalism and Mass Communication

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AEJMC: 75 YEARS IN THE MAKING

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THIS MONOGRAPH PRESENTS the highlights of the history of organized efforts to improve education for journalism in the United States, and to stimulate studies in the field of mass communication. Its authors were commissioned by the Association for Education in Journalism and Mass Communication to trace the main threads of its history, to illuminate the contributions of individuals, and to record significant factual data.

The AEJMC is a national organization of individuals and educational or professional organizations concerned mainly with teaching, research and public service in journalism and mass communication. Goals include the advancement of academic and professional education for journalism, encouragement of communication research, and cooperation with media practitioners in their efforts to raise the standards of their professions.

Our story begins with the founding of the American Association of Teachers of Journalism (AATJ) in 1912. AATJ was an organization of individuals, begun under the name Conference of Teachers of Journalism. Five years later, in 1917, administrators of ten journalism programs formed the American Association of Schools and Departments of Journalism (AASDJ). They were a self-selected group soon known as the Class A schools; by invitation they increased their number to 18 by 1925 and to 28 by 1932.

Negotiations between the AASDJ and major newspaper organizations to establish a formal accrediting program resulted in the founding in 1939 of what became the American Council on Education for Journalism. Administrators of schools which had been relegated to Class B or C status continued to find themselves at a disadvantage as accrediting plans proceeded, and formed a rival group in 1944, the American Society of Journalism School Administrators (ASJSA). The result was argument among educators and confusion among media professionals.

An umbrella organization which would subsume the rival administrator groups, and which would place leadership control in the hands of the individual teachers, took form in 1950. It was named the Association for Education in Journalism (AEJ). It had the AASDJ and ASJSA as co-founding affiliates and several professional and media organizations as affiliates. A 1953 breakthrough gave the ASJSA schools a voice in the ACEJ accrediting program, and a new 1964 constitution for AEJ consolidated control in the hands of individual teachers.

In 1984 the AASDJ and the ASJSA merged, becoming the Association of Schools of Journalism and Mass Communication (ASJMC). The AEJ, which had replaced the AATJ in 1950, was renamed the Association for Education in Journalism and Mass Communication (AEJMC) in 1982. Similarly the ACEJ became the ACEJMC.

Thus by 1987, the year of organized journalism teaching's diamond anniversary, the AEJMC had grown from its founding group of 18 teachers to 2, 031 members. The ASJMC had grown from the 14 colleges and universities represented at the 1912 meeting to 173. A Council of Affiliates composed of media and professional organizations joining in AEJMC's work had mushroomed to 52.

To tell this history, the monograph has been divided into three time periods. Part I is titled "The Founding Years: AATJ, AASDJ (1912-1938)" and includes a special biographical section on founding fathers Willard G. Bleyer (AATJ) and Walter Williams (AASDJ). Preceding Part II is a special review of ASJSA's 40 years by Warren K. Agee. Part II is titled "The Formative Years: ACEJ, ASJSA, AEJ (1939-1963)." "Lingering Impressions" of a half-century of conventions by Willis C. Tucker follows. Part III, "The Maturing Years: AEJMC, ASJMC (1964-1987)" includes the women's movement, the minorities, the rise of the divisions, and publications. The Appendix records the various presidential lines, secretaries and managers, chairs of the Advisory Committee and elected Standing Committees, division heads, Council on Research, ACEJ educator members, 1987 Affiliates, and other data. Other biographical vignettes are interspersed throughout.

* * *

While this is a history of the educator's organizations, not their schools and departments, the beginnings of journalism teaching can be briefly noted. Talk about education for journalism began seriously after the Civil War, but little action resulted until the turn of the century. General Robert E. Lee, president of Washington College (later Washington and Lee University) lent his name to an effort to establish training in printing in 1869, but the program languished. Kansas State College instruction in printing dates from 1873, and courses in history and materials of journalism were given at University of Missouri from 1878 to 1884. The first definitely organized curriculum in journalism was offered at the University of Pennsylvania from 1893 to 1901 by Joseph French Johnson, a former financial editor of the *Chicago Tribune*. Other universities offering one or more journalism courses prior to 1900 included Indiana, Iowa, Kansas, Michigan, Nebraska, and Ohio State.

Willard G. Bleyer began teaching journalism classes at the University of Wisconsin in 1904; the journalism school he founded dates its curricular development from 1905, with emphasis on Bleyer's scholarly interests. The country's first separate School of Journalism with newspaperman Walter Williams as dean, opened its doors in 1908 at the University of Missouri. The Pulitzer School of Journalism, financed with a $2 million endowment from the *New York World* publisher, enrolled its first class in 1912.

Sigma Delta Chi, now the Society of Professional Journalists, was organized for men students in 1909 at DePauw University; Theta Sigma Phi was begun for women students the same year at the University of Washington. Kappa Tau Alpha honor society was founded in 1910 at the University of Missouri.

Williams, in a 1912 report to AATJ, identified 31 colleges and universities offering instruction in journalism. His survey listed three professional schools: Columbia, Marquette, and Missouri. Seven others had departmental status, Williams said: Iowa State, Kansas, Kansas State, Notre Dame, Oregon, Washington, and Wisconsin. How the departments and schools developed in subsequent years is now summarized by the AEJMC's authority on journalism enrollments, subject specialization, and faculty strength, Dr. Paul V. Peterson of Ohio State University.

In the late 1930s, Douglass Miller, professor of journalism at Syracuse University and compiler of "News Notes" for *Journalism Quarterly*, suggested that his correspondents send in enrollment reports, to "indicate just how enrollments were going in courses in journalism." Nineteen of the 22 schools belonging to the American Association of Schools and Departments of Journalism responded, and all indicated healthy increases, many in the 25-40 per cent range.

The following year, 1938, 34 schools reported 5,887 students, including juniors, seniors and graduate students.

Since that time, enrollment has grown tremendously, and at the same time a great deal more information has been collected. Journalism is one of the few academic disciplines, other than such professional colleges as law and medicine, to keep track of who is majoring in the field, and to present demographics.

Enrollment reached a post-World War II high in 1948, with some 73 schools reporting 14,567 students, in part because Oregon's Warren Price, who took over the survey in that year, expanded the survey to schools other than AASDJ schools, and in part because of the great influx of veterans attending classes.

Post-veteran years then brought almost staggering annual enrollment declines and shrinking of enlarged faculties. But by 1964 the current enrollment chronicler, Frank James Price of Louisiana State, reported a new peak of 15,820 journalism majors. The upward trend has characterized enrollments ever since. Price in 1963 first reported students by sex — males 60 percent, females 40 — and by techniques interests. For the first time more than 100 schools reported their figures.

In the autumn of 1968, Paul V. Peterson of Ohio State stepped into the position of "unofficial enrollment chronicler," unofficial because while the results of the annual survey have appeared in *Journalism Quarterly* and then in *Journalism Educator*, they have never been officially sanctioned. Under Peterson, the survey underwent further expansion, with more schools reporting, a breakdown by minorities (in 1975), and the addition of freshmen and sophomores as a part of the major program.

In the early 1970s journalism enrollments began to skyrocket. The total was 29,533 in 1969 and 64,151 in 1975. After marking time at 68,847 in 1979 they shot up to 80,359 in 1985. Graduate student enrollment was 3,010 in 1969, jumped to 5,593 in 1975 and then leveled off at 5,487 in 1985. Men still constituted 57 percent of the enrollment in 1969, reached parity in 1977, then dropped to 44 percent in 1979 and 40 percent by 1985. Women comprised 66 percent of total 1986 graduates, and held 54 percent of daily newspaper jobs.

Recruitment of minority students did not gain ground. Blacks in 1986 constituted .036 percent of undergraduates, .029 percent of graduate students. The figures for Hispanics were .013 and .011.

There was a declining interest in "traditional" journalism with its print orientation. Increasing numbers of students in advertising and public relations during the 1970s, particularly women, attracted great attention. But news-editorial increased in student numbers, also. In the 1980s, however, the print media lost sharply, largely to broadcast. The percentages of students who were reported as being in techniques areas follow:

Sequence	**1969**	**1979**	**1985**
News-Editorial	48%	44%	30%
Advertising	27%	21.5	22
Public Relations	11	17.5	18.5
Radio-TV	14	17	29.5*

* Divided in report as 10% broadcast news, 19.5 radio-television.

In the autumn of 1986 more than 86,000 students were reported by some 180 schools, as majors in journalism and mass communications. The change in the title, with the addition of mass communications majors, also reflected the changes in the programs offered by the colleges and universities.

The only techniques area losing ground in student totals was news-editorial. Women led in enrollment in every area except radio-television, and by two to one in public relations and advertising. It would appear that the current trends will continue to be the keys to enrollments of the future. — *Paul V. Peterson*

FOUNDING FATHER: WILLARD GROSVENOR BLEYER, 1873-1935

Willard Grosvenor Bleyer identified journalism education from the outset with teaching, research, and service, public higher education's trinity of its endeavors. He delivered the initial impetus to the liberal arts curriculum for journalism students, and to both research and accreditation in the field; taught a long roster of people who became leaders in the field for a long generation; was the first president (1912-13) of the American Association of Teachers of Journalism; and wrote path-breaking textbooks. Editors knew him as a "practical idealist," sprung from a family of Milwaukee newspapermen, who worked closely with their organizations. Women honored his support by making him the only male member (honorary) of Theta Sigma Phi, women's professional journalism society, during his lifetime. He gave strong support to the early American Newspaper Guild, and repeatedly and publicly castigated publishers for low salaries of editors and reporters. He and Dean Walter Williams of the University of Missouri School of Journalism were long considered the leaders of the field's pioneers. He headed the University of Wisconsin's Course, Department, and School of Journalism from 1905 to his death in 1935.

Wrote Managing Editor Dan Mich of the *Wisconsin State Journal* (later editor of *Look* magazine): "It was ever his misfortune that he could not bring to his classroom lectures the informal sparkle which characterized his private conversations" — this despite Mich's high regard for Bleyer's integrity and ideals. Many shared Mich's estimate; others protested, as did reporter Walter Monfried of the *Milwaukee Journal*: "Bleyer's chief offense seemed to be in his regarding his juniors and seniors as adults — a dreadful offense." Professor Curtis D. MacDougall of Northwestern University conceded that Bleyer was "dry as dust" in the classroom, but immediately declared: "Bleyer knew his subject totally. And he had guts," and recounted his own version of an incident of the 1930s, told by Monfried who wrote in a retrospective that "His courage was beyond question. He dared to denounce a president of his own university for being overly rough with a student reporter."

From the start, Bleyer articulated his vision of the content of an education for journalism, outlining in 1906 a junior-senior curriculum consisting of economics, political science, history, English and journalism, and subsequently including sociology, psychology, and the natural sciences. He specified a four-year program as one-fourth journalism and three-fourths sciences and humanities. It was the prototype for a great segment of journalism education, and decades later became the basic command of accreditation. As his concurrent themes of research and graduate study matured in the 1920s, he conceived and organized a Ph.D. in one of these fields with a "double minor" in journalism, Ralph D. Casey (Minnesota's long-time director) taking the first of these (political science) in 1929.

Delighted scholars of the 1920s hailed Bleyer's own research when they learned that he had unearthed at the British Museum the first 16 issues of *The New England Courant*, James and Benjamin Franklin's newspaper of the early 1700s, long thought lost. It was in accord with his urgings when in 1916 he delivered the opening salvo for the research function at a convention of the AATJ, and repeatedly pressed the notion until in the mid-1920s he became chairman of the first AATJ Committee on Research and then on the Council of Research of the American Association of Schools and Departments of Journalism which he headed from its start in 1924 to 1929. In 1923, he was urging AATJ to shape convention programs consisting in large part of research. His most important book — *Main Currents in the History of American Journalism* — appeared in 1927. Bleyer's research record in 1976 inspired the History Division of the Association for Education in Journalism to establish its Willard G. Bleyer Award for an outstanding contribution to research in the history of journalism.

Frank Luther Mott, dean of the Missouri School of Journalism and for decades dean of journalism historians, said that it was Bleyer who "first raised" the banner for high standards in the field, and "was really the father of accreditation of schools of journalism . . ." Bleyer led the work in shaping "Principles and Standards of Education for Journalism," adopted by both AATJ and AASDJ at their 1924 conventions. There they established the Council on Education for Journalism and Mass Communication — with Bleyer as chair until his death in 1935.

Risking omissions, here is a partial roster of subsequent leaders who took degrees under Bleyer, most of them as graduate students: Chilton R. Bush, Stanford; Ralph D. Casey, Minnesota; Blair Converse, Iowa State; Robert W. Desmond, California-Berkeley; Roy L. French, Southern California; H.H. Herbert, Oklahoma; Hillier Krieghbaum, New York University; Frederick Merwin, Rutgers; Curtis D. MacDougall, Northwestern; Ralph O. Nafziger, Wisconsin; Raymond B. Nixon, Minnesota; Kenneth E. Olson, Northwestern; Neil Plummer, Kentucky; O.W. Riegel, Washington and Lee; Fredrick S. Siebert, Illinois and Michigan State; Henry Ladd Smith, Washington.

Among unnumbered tributes to Bleyer are these: Naming "the one man who has been an outstanding pioneer or leader in journalism education," Siebert said (1970): "Willard Bleyer," especially for his bringing research to the field. For Nafziger (1970), it was Bleyer "for introducing new and challenging areas of study" from reporting public affairs to public opinion to content analysis, and for a litany of other qualities. Designating Bleyer and Missouri's Williams as those he knew who "had a profound impact on the direction of journalism education," J. Edward Gerald of Minnesota (1971), named Bleyer because "he taught journalism with scholarly concern" and at Wisconsin "produced the leading . . . teachers of journalism in this country." — *Harold L. Nelson*

Bibliographical Note: Ross, Donald K., "W.G. Bleyer and the Development of Journalism Education," M.A. thesis, University of Wisconsin, 1952; Archives of the University of Wisconsin, Series 7/19/3, Boxes 3, 13, and 7/19/9, Box 3; Historical Files, School of Journalism and Mass Communicaton, University of Wisconsin-Madison; *Journalism Bulletin* (New Series), Vol. I:1-4 (1963 reprint); files of Mass Communication History Center, Wisonsin State Historical Society, Madison, Wisconsin.

AASDJ'S FOUNDER: WALTER WILLIAMS

(The following evaluation of Walter Williams, dean of the first U.S. school of journalism, was taken from the transcript of an oral interview with Prof. J. Edward Gerald of the University of Minnesota deposited in the AEJMC Archives, State Historical Society of Wisconsin.)

While he was not a scholar in the disciplined sense of the word, Walter Williams was a scholar in the self-taught, self-achievement sense of the word. I not only was his student, but later on I had access to his notes when I became a teacher, or an assistant teacher, to him at the University of Missouri. Since he taught history of journalism, as did Willard Bleyer, I can say that in every sense of the word Williams measured up as a lecturer, as a student, and as a scholar. He never got around to publishing, as Bleyer did, for the simple reason that his orientation was personal. He liked to do things face to face with people. Where Bleyer was a busy scholar, as well as a journalist, and had the training and capacity to encourage graduate students, Williams did his work in the community and achieved wide recognition.

In a time when it was a prestigeful avocation, he was a Sunday School teacher and had regularly several hundred adults in his class. When the state prohibition law was repealed and the governor was looking for a man with prestige to help write a new liquor law, he called on Walter Williams. When the University of Missouri got into real trouble during the Depression, as did most universities, the regents named Williams president of the University. This was the kind of man he was — a man of action. If you look back at him over the years you find that he had a very high drive for moral or civic excellence, and this excellence was tempered with love of humanity and by genial and jovial relations with people.

He was an orator of unparalleled ability in explaining journalism to people and invoking in journalists a sense of effort and idealism, to put out the best they had. He traveled over the country — everywhere — teaching, leading, advocating his particular way of life. He was one of the founders and an early president of the National Editorial Association and founder of the American Association of Schools and Departments of Journalism. Williams also was founder of the Press Congress of the World. This means that he conducted international press meetings in Washington, D.C., London, Zurich, Honolulu, the Far East, Mexico City, and other places and in this way he was one of the first men to organize international journalism and to see its possibilities in building friendship and international understanding.

Let me sum up this way. Williams at a formative time produced a cadre of five thousand or more professional journalists at Missouri who staffed newspapers in this country and the worldwide press associations. This is where he made his principal contribution. Williams started his school with a daily newspaper and one of the first things he did was to bring from Kansas City, Missouri an assistant city editor of the *Star*, Frank L. Martin. Martin was his second professor of journalism; his first associate had been Charles G. Ross, who later became Washington correspondent and then editor of the editorial page of the *St. Louis Post-Dispatch*, and finally press secretary to President Truman.

Now, professional education was Williams's base. He was oriented, immediately, to the practical aspects of journalism. He and his staff taught persons how to write and to edit and he gave them a good discipline. Because his school was an independent university division, he did not have to emphasize liberal arts background for journalists, but he always visualized the journalist as being an interpreter, never a mere recorder. He urged his students to study the social sciences and the humanities by wide reading on the job and he set a personal example for them in that respect.

PART I

THE FOUNDING YEARS: AATJ, AASDJ (1912-1938)

Nestled in a file folder in the AEJMC Archives guarded by the State Historical Society of Wisconsin are three sheets of coarse typing paper with still-legible typing. One is a letter of invitation dated Nov. 18, 1912, from Madison, Wisconsin, by W.G. Bleyer, Secretary, announcing a conference of journalism teachers Nov. 30 in Chicago. The second sheet is headed "MINUTES" but is unsigned. The third is a promotional news release probably sent to members, prospective members, and trade journals. Between them we have a record of the founding session of what became the American Association of Teachers of Journalism and eventually the AEJMC.

Information about the first dozen years of journalism teachers' organizations is scarce because the readily available bound volumes of the *Journalism Bulletin* and *Journalism Quarterly* do not begin until 1924. Secondary accounts have relied mainly on historical summaries and reminiscences printed in later years. For this reason we are covering the founding years in greater detail than later decades, using the fairly complete records collected for the AEJMC Archives.

In addition to the running account of organizational activity there are some facts we didn't know before:

- AATJ had a woman vice-president in 1924.
- Ambitious promoters who jumped AATJ membership from 44 to 107 in 1915 signed up six Southern California high school women journalism teachers.
- Women numbered 10 percent of AATJ membership in 1927.
- Public relations pioneers Edward L. Bernays and Ivy Lee spoke at the 1922 and 1923 conventions. Poet Carl Sandburg spoke in 1922.
- The 18 faculty members at the 1912 conference had the editors of four major trade journals as their guests.
- You could get a single room with bath at Chicago's Hotel Sherman in 1912 for $2, a double for $3, to attend the first convention.
- AATJ dues were $1 annually in 1921. One dean gave $5.
- AASDJ spent only $25 in all of 1922. AATJ spent $185.19 in 1923.
- The AATJ news bulletin reported that the 1921 convention in Madison was "a big success," explaining "informal talks by actual teachers of journalism from all types of schools were full of real stuff."

Clearly the educators were on their way.

The First Meeting

Willard Bleyer's letter of invitation to the 1912 gathering called it the third annual Conference of Teachers of Journalism. In a 1968 memo AEJ Executive Secretary Ralph O. Nafziger reported the AEJ Archives he had nurtured showed there had been informal meetings of journalism faculty in California in 1910 and at the University of Missouri's Journalism Week in 1911. But no constitution was adopted, or officers elected, until 1912. The name had been changed to American Association of Teachers of Journalism by the time a printed *News Letter* appeared in February 1915.

Three committees met at 10 a.m. Saturday, Nov. 30, 1912, in the Rose Room of the Hotel Sherman. The Committee on Permanent Organization included Talcott Williams, Columbia, chairperson; F.W. Scott, Illinois, and N.W. Barnes, De Pauw. Merle Thorpe of Kansas headed the Nominating Committee, with the Rev. J.E. Copus of Marquette and Frank L. Blanchard, editor of *Editor & Publisher* magazine. The Committee on Time and Place of Next Meeting was headed by Charles Dillon of Kansas Agicultural College and included Grant M. Hyde of Wisconsin and Robert W. Neal of Massachusetts Agricultural College.

Others attending the sessions were Bleyer; Frank L. Martin, Missouri; Fred N. Scott, Michigan; J.W. Piercy, Indiana; E.E. Troxell, De Pauw; Fred W. Beckman, Iowa State; John W. Cunliffe, Columbia; John M. Cooney, Notre Dame; J.O. Rankin, Minnesota College of Agriculture; George Miller, Cincinnati; B.B. Herbert, *National Printer-Journalist*; B.F. Chittick, *Inland Printer*; J.B. Gairing, *Publishers' Auxiliary*; and James Keeley, *Chicago Tribune*.

Seven of those attending became AATJ presidents: Bleyer, Williams, Thorpe, Fred Scott, Beckman, Piercy, and Hyde. Doctorates were held by Bleyer, Cunliffe, and Cooney. Neal became a prolific writer of textbooks. Thorpe began journalism courses at Washington in 1907 before moving to Kansas.

Fred Scott of Michigan presided at the afternoon conference. A very practical constitution was presented and adopted:

Article 1 — This association shall be called the American Conference of Teachers of Journalism.

Article 2 — The object of this conference shall be to hold an annual conference of those interested in the teaching of journalism, where opportunity shall be offered for hearing papers on the subject and for discussing them; and to collect statistics relating to schools, courses, and teachings in journalism.

Article 3 — The officers of this conference shall be a president, a vice-president, a secretary-treasurer, and an executive committee consisting of these officers and two additional members elected at the same time.

Article 4 — These officers shall be elected by ballot at the close of each annual meeting of the conference. All other business of the conference shall be conducted by the executive committee which shall have the power to bring any business before the conference for its action.

Meetings were planned for Madison in November 1913 and at the new Pulitzer School of Columbia University in December 1914.

The nominating committee submitted a slate of candidates, which won unanimously: Bleyer for president; James Melvin Lee, New York University journalism historian, vice-president; Harry F. Harrington, Ohio State, secretary-treasurer; and Talcott Williams of Columbia and F.W. Scott of Illinois additional executive committee members.

Statistics compiled by Dean Walter Williams of Missouri about the extent of journalism teaching were presented by Martin. He listed 33 universities and colleges offering journalism. The first AATJ directory listed 31 teachers.

The Western Newspaper Union and the *Chicago Tribune* offered plant tours, and Talcott Williams presented a paper on technical instruction in journalism which had a half dozen discussants. It was a busy one-day conference.

AATJ Takes Root

There were 24 teachers form 17 institutions gathered in a lecture room of the historical library of the Univesrity of Wisconsin at Madison Nov. 28-29, 1913. New to the group were Oregon (Eric W. Allen), Louisiana State (Hugh Mercer Blain), Pittsburgh (T.R. Williams), and nearby Beloit College (G.C. Clancy).

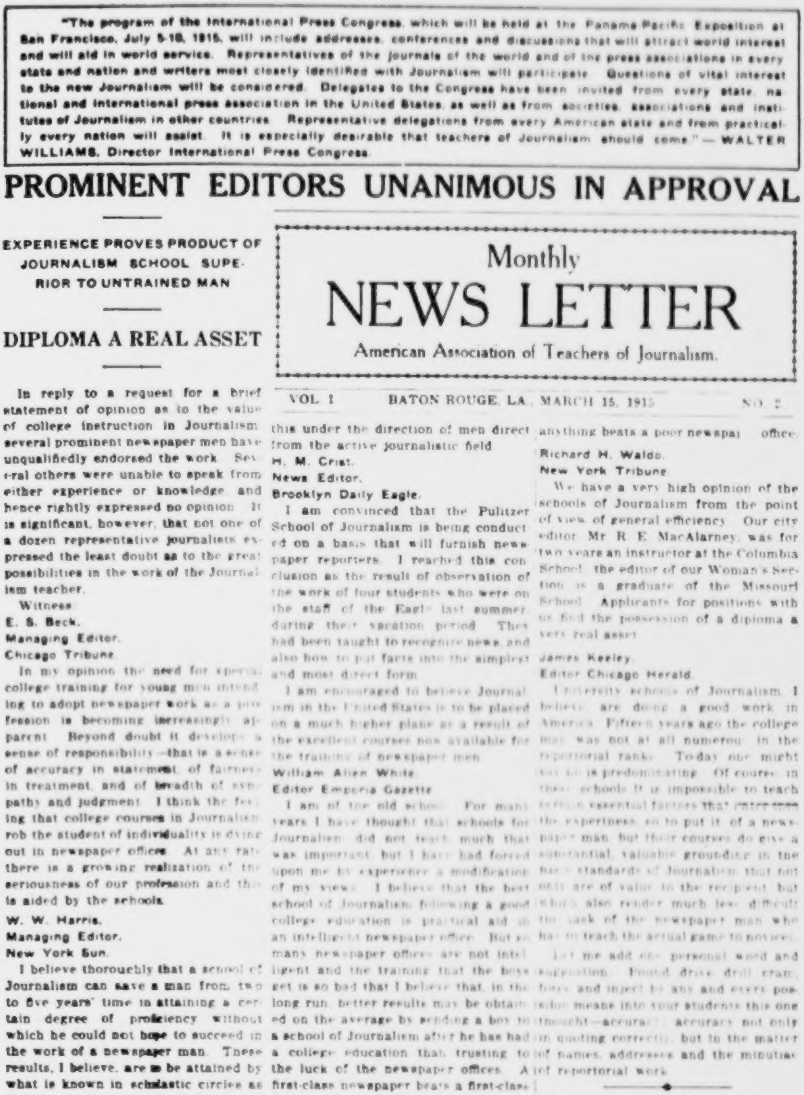
Many of the early journalism units were on agricultural campuses, and two of the paper/discussion sessions focused on agricultural journalism. Others included the role of business management courses, the value of owning a printing plant, the college daily as a training device, the large city as a laboratory for reporting students, classroom teaching methods, and journalism's relationship to the English department. President Bleyer hosted a smoker at the University Club following a Friday evening paper by Talcott Williams of Columbia on journalism instruction's place in the university. John W. Cunliffe of Columbia had another nontechnical topic, "The journalist's responsibility." The conference heard a request for recognition from Sigma Delta Chi, received a report on cooperation in securing special lecturers, and elected Williams president to succeed Bleyer.

The new secretary, James Melvin Lee, founder of the NYU department in 1910, sent out monthly notes to members during 1914. A December conference in New York at the Pulitzer School was rated a success. Merle Thorpe of Kansas became president and the ambitious director of the Louisiana State journalism department, Hugh Mercer Blain, was named secretary-treasurer.

Blain began issuing the "Monthly NEWS LETTER of the American Association of Teachers of Journalism" in printed form. Vol. I, No. 1, was dated Feb. 15, 1915, from Baton Rouge. The final issue, No. 11, appeared April/May 1916 as Blain was relinguishing the offices of secretary and editor. Perhaps he had overspent his budget.

Blain's *News Letters* were unblushing advocates of journalism education. Page one all-cap banners for the opening issues included, "Irvin S. Cobb Lauds Schools of Journalism," "Prominent Editors Unanimous in Approval," and "Promotion Rapid for College-Trained Cubs." Blain solicited testimonials from the editors and managing editors of New York and Chicago papers, and sent questionnaires to recent graduates to get his stories. He also ran news from the schools, teaching tips and book advertising. Blain's aggressiveness enabled him to report in his final issue that AATJ had 107 members among the 175 teachers in 55 colleges and universities enrolling 3,500 journalism students. When a new AATJ bulletin appeared in 1921 it recorded that Blain had forsaken his Ph.D. hood and faculty post to become promotion and advertising director for the Rice Growers' Association at a salary of $10,000 a year — a princely sum. He was still an AATJ member when he died in 1938.

The AATJ could not find a suitable time for meeting in 1915 and ended



"The program of the International Press Congress, which will be held at the Panama-Pacific Exposition at San Francisco, July 5-10, 1915, will include addresses, conferences and discussions that will attract world interest and will aid in world service. Representatives of the journals of the world and of the press associations in every state and nation and writers most closely identified with Journalism will participate. Questions of vital interest to the new Journalism will be considered. Delegates to the Congress have been invited from every state, national and international press association in the United States, as well as from societies, associations and institutes of Journalism in other countries. Representative delegations from every American state and from practically every nation will assist. It is especially desirable that teachers of Journalism should come." — WALTER WILLIAMS, Director International Press Congress.

PROMINENT EDITORS UNANIMOUS IN APPROVAL

Monthly
NEWS LETTER
American Association of Teachers of Journalism.

VOL. I BATON ROUGE, LA., MARCH 15, 1915 NO. 2

EXPERIENCE PROVES PRODUCT OF JOURNALISM SCHOOL SUPERIOR TO UNTRAINED MAN

DIPLOMA A REAL ASSET

In reply to a request for a brief statement of opinion as to the value of college instruction in Journalism, several prominent newspaper men have unqualifiedly endorsed the work. Several others were unable to speak from either experience or knowledge and hence rightly expressed no opinion. It is significant, however, that not one of a dozen representative journalists expressed the least doubt as to the great possibilities in the work of the Journalism teacher.

Witness:

E. S. Beck,
Managing Editor,
Chicago Tribune.

In my opinion the need for special college training for young men intending to adopt newspaper work as a profession is becoming increasingly apparent. Beyond doubt it develops a sense of responsibility—that is a sense of accuracy in statement, of fairness in treatment, and of breadth of sympathy and judgment. I think the feeling that college courses in Journalism rob the student of individuality is dying out in newspaper offices. At any rate there is a growing realization of the seriousness of our profession and this is aided by the schools.

W. W. Harris,
Managing Editor,
New York Sun.

I believe thoroughly that a school of Journalism can save a man from two to five years' time in attaining a certain degree of proficiency without which he could not hope to succeed in the work of a newspaper man. These results, I believe, are to be attained by what is known in scholastic circles as "laboratory methods" of teaching, that is to say, by actual work as near as possible to the work which young reporters and correspondents have to do, this under the direction of men direct from the active journalistic field.

H. M. Crist,
News Editor,
Brooklyn Daily Eagle.

I am convinced that the Pulitzer School of Journalism is being conducted on a basis that will furnish newspaper reporters. I reached this conclusion as the result of observation of the work of four students who were on the staff of the Eagle last summer during their vacation period. They had been taught to recognize news and also how to put facts into the simplest and most direct form.

I am encouraged to believe Journalism in the United States is to be placed on a much higher plane as a result of the excellent courses now available for the training of newspaper men.

William Allen White,
Editor Emporia Gazette.

I am of the old school. For many years I have thought that schools for Journalism did not teach much that was important, but I have had forced upon me by experience a modification of my views. I believe that the best school of Journalism following a good college education is practical aid in an intelligent newspaper office. But so many newspaper offices are not intelligent and the training that the boys get is so bad that I believe that, in the long run, better results may be obtained on the average by sending a boy to a school of Journalism after he has had a college education than trusting to the luck of the newspaper offices. A first-class newspaper beats a first-class school of Journalism as a training ground. But the average school of Journalism beats the average newspaper office as a training ground, and anything beats a poor newspaper office.

Richard H. Waldo,
New York Tribune.

We have a very high opinion of the schools of Journalism from the point of view of general efficiency. Our city editor, Mr. R. E. MacAlarney, was for two years an instructor at the Columbia School; the editor of our Woman's Section is a graduate of the Missouri School. Applicants for positions with us find the possession of a diploma a very real asset.

James Keeley,
Editor Chicago Herald.

University schools of Journalism, I believe, are doing a good work in America. Fifteen years ago the college man was not at all numerous in the reportorial ranks. To-day one might say he is predominating. Of course in these schools it is impossible to teach certain essential factors that enter into the expertness, so to put it, of a newspaper man, but their courses do give a substantial, valuable grounding in the basic standards of Journalism that not only are of value to the recipient but which also render much less difficult the task of the newspaper man who has to teach the actual game to novices.

Let me add one personal word and suggestion. Pound, drive, drill, cram, force and inject by any and every possible means into your students this one thought—accuracy; accuracy not only in quoting correctly, but in the matter of names, addresses and the minutiae of reportorial work.

◆

In the name of the Association, the editor wishes to thank the busy newspaper men for their prompt, courteous and satisfactory replies to his query.

An early issue of the AATJ *News Letter*

up with two April conferences: 1916 at the University of Kansas and 1917 in Chicago. The meeting April 20-22 in Lawrence was the most ambitious yet, with a Thursday night smoker, a Friday night dinner given by Kansas editors including William Allen White of Emporia and Ed W. Howe of Atchison, and a program including 11 discussion sessions on teaching, nine on public service, and four on research. The research-oriented sessions were offered by Bleyer, Lee, Williams, and Everett W.

BEST COPY AVAILABLE

Smith of Stanford University, a new recruit, whose subject was the history and principles of journalism.

Lee was rewarded for his service to AATJ by being elected president. His *History of American Journalism* appeared in 1917. Carl H. Getz of Montana became the secretary. Caught up in the month of declaration of war against Germany in April 1917, the AATJ elected Fred N. Scott of Michigan as president and adjourned formal meetings until December 1920. Lee A. White served as wartime secretary, followed by J.L. Brumm of Michigan for 1920. Harry F. Harrington, who had taught at Ohio State and Illinois, became president for 1920 as he prepared to become the first dean of the Medill School of Journalism at Northwestern.

Blain's final issue in 1916 carried a directory of faculty by institutions. It listed 20 names for Columbia, 14 for Notre Dame, 13 for New York University, 10 for Missouri, and nine each for Wisconsin and Oregon.

Walter Williams Founds AASDJ

The name of Dean Walter Williams appears only occasionally in AATJ records; indeed, neither he nor any other Missouri faculty member served it as president (one, Earl English in 1953, was AEJ president). In 1912 Williams had completed a survey of journalism offerings in colleges and universities, and had appended his own evaluation of a small group of what he deemed reasonably effective schools and departments. By 1916 Williams had progressed to proposing an association of leading schools.

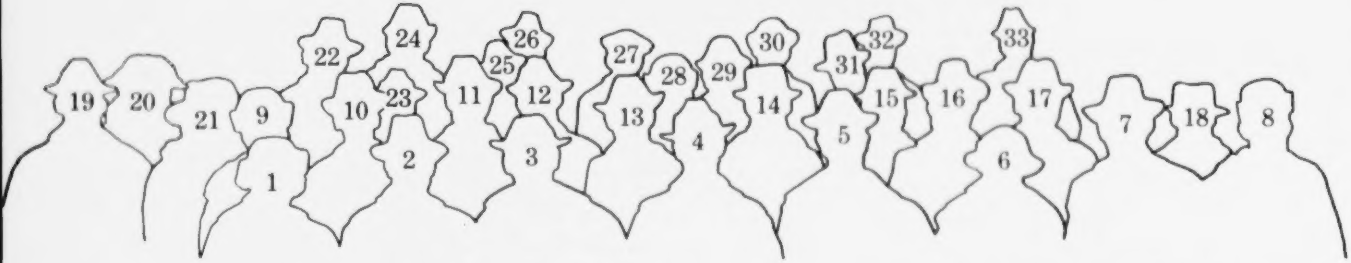
The constitution for an American Association of Schools of Journalism was drafted and a meeting was called for April 5, 1917, at the Hotel La Salle, in Chicago, preceding the AATJ meeting that year. Invited to take part in this process of self-selection were the charter members of AASDJ: Columbia, Indiana, Kansas, Missouri, Montana, Ohio State, Oregon, Texas, Washington and Wisconsin.

Bleyer called the meeting to order at 2:30 p.m., according to minutes preserved in the AEJMC Archives. Williams was elected temporary chairperson and Bleyer temporary secretary. Seven of the ten schools answered the roll call: Talcott Williams of Columbia, J.W. Piercy of Indiana, Leon N. Flint and W.B. Brown of Kansas, Williams of Missouri, Ralph D. Casey of Montana, Carl H. Getz of Ohio State, and Bleyer and Grant M. Hyde of Wisconsin. Casey, making his first appearance at the conferences, held a proxy for Eric W. Allen of Oregon and Walter Williams held one for Will H. Mayes of Texas. Washington had no formal proxy.

A motion by Walter Williams that the name of the organization be changed to the Association of American Schools and Departments of Journalism passed by a vote of 5-4. At the suggestion of Mayes of Texas, a requirement that students in member schools take 20 semester units of journalism was raised to 24, with both history and principles (two units) and editorial writing (two units) being required in addition to news writing and reporting (six units) and copy reading (three units). Dues were set at $20 annually for each school.

The constitution stated the AASDJ's purpose as simply "the improve-

American Association of Teachers of Journalism, 1921 Convention, University of Wisconsin-Madison
(Photo courtesy of State Historical Society of Wisconsin)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1) Ruby Black; 2) __________; 3) __________; 4) M.L. Spencer; 5) W.G. Bleyer; 6) Jeannette Collins; 7) Wm. S. Maulsby; 8) E.N. Fisher; 9) Virginia Garner; 10) W.B. Lindsay; 11) Grant M. Hyde; 12) __________; 13) E. Marion Johnson; 14) L.W. Murphy; 15) H.F. Harrington; 16) __________; 17) __________; 18) __________; 19) Baker Brownett; 20) Alice C. Hunter; 21) Ethel R. Outland; 22) Frank Thayer; 23) Douglas W. Miller; 24) __________; 25) __________; 26) __________; 27) __________; 28) __________; 29) Joseph S. Myers; 30) __________; 31) Revel R. Barlow; 32) J.W. Cunliffe; 33) J.W. Piercy.

ment of education in preparation for journalism, especially in colleges and universities." Those eligible for membership must be organized as separate journalism units (schools or departments) in four-year institutions. There must be at least two fulltime faculty members, instructor or higher, and practical laboratory work must be offered. The AASDJ president, vice-president and secretary-treasurer, serving as an executive committee, would review written applications for admission.

Williams was elected president, Getz vice-president, and Bleyer secretary. Bleyer successfully moved that the next AASDJ meeting be held two days prior to AATJ's next meeting – which turned out to be December 1920 at the University of Missouri campus.

Delegates of only five AASDJ member schools – Missouri, Wisconsin, Kansas, Indiana and Texas – reached Neff Hall on December 27 for the two-day session. The group voted to urge their universities not to accept for admission credit any secondary school course called "journalism," an action upsetting to some AATJ members. Most importantly, a round table discussion on "Research in Journalism" led by Bleyer resulted in a motion that a committee on research be appointed by the president (action was completed in 1924). Mayes of Texas was elected president, Allen vice-president and Flint secretary.

AASDJ met at University of Wisconsin, Madison, in the week between Christmas and New Year's in concert with the AATJ, the American Association of College News Bureaus, and the central division of the National Association of Teachers of Advertising. Bleyer, for one, was a strong advocate of advertising courses. He sponsored a smoker for the four groups, and saw himself elected AASDJ president.

At the 1922 meeting on the Northwestern campus, men were offered housing in a campus dormitory, women and couples in hotels. The host, the newly-organized Medill School, applied for AASDJ membership along with Michigan. Harry Harrington of Medill and J.L. Brumm of Michigan had been AATJ officers; they were given floor privileges for the 1922 session even though they had not filed the necessary written applications. This informality pointed up the problem of choosing new members; subjective decisions about quality of faculty and teaching would be made as well as decisions based on fulfillment of constitutional rules.

Five new members were admitted by AASDJ at its Chicago meeting in December 1923. Northwestern and Michigan were welcomed fully to membership, along with Oklahoma, represented by H.H. Herbert. Kansas State Agricultural College, with Nelson A. Crawford as journalism director, overcame lingering doubts by the University of Kansas. Miller M. Fogg, journalism director at Nebraska, was allowed to sit in the meeting pending a referendum that resulted in approval.

But the 1923 minutes report one rejection: "The application of Baylor College was taken up. After some discussion, Mr. Turnbull (Oregon), seconded by Mr. Cooper (Columbia), moved that the matter go over until next year. The motion was carried." Baylor was not admitted. In 1921 the Baylor College for Women in Texas had organized the first school of journalism in a college for women. The AATJ bulletin said it was headed by Helen Zene Wortman, a Missouri B.J. in journalism with five years news experience. There were to be other rejections by AASDJ of applicants, but the first involved women.

Women Journalism Faculty Pioneers

There were four names of women in the 1916 AATJ directory; one of them had been teaching since 1914. So women were here, almost from the beginning. Seven women faculty members attended the 1921 AATJ convention in Madison, 12 percent of 59 persons present. (By contrast, 54 women attended the 1973 Fort Collins convention, not quite 10 percent of the 573 AEJ members registered.) The 1921 group photograph reproduced here shows the pioneer women teachers in their wide-brimmed hats. One of them was to be elected AATJ vice-president in 1924, four others were named to committees or headed roundtable discussions. The AATJ's biographical listing in 1927 carried the names of 55 women among 430 teachers of journalism, but the number of women holding faculty rank was 42, or about 10 percent. Eleven were in major schools. The impact of women on journalism education did not reach this level again until the "women's movement" of the 1970s.

Marquerite McLaughlin apparently was the first woman faculty member to pay dues to AATJ in 1915. A Kentucky graduate, she took courses at Columbia, became a *Lexington Herald* reporter in 1911 and a Kentucky journalism instructor in 1914, according to her 1927 biographical listing. McLaughlin was listed as an assistant professor at Kentucky in 1947. Sara Lockwood of Missouri also was a 1916 AATJ member, but she was reporting for newspapers after receiving her 1913 B.J. degree and joined the Missouri staff as an assistant professor in 1921. In 1927 she married Dean Walter Williams and retired, then rejoined the faculty after his death.

Star of the women's contingent was M. Virginia Garner, who in 1920 became head of the school of journalism at Mercer University and head of the department of journalism at Wesleyan College in Macon, Georgia. Her rank was full professor; her influence at these women's schools was such that she won faculty approval of a requirement of one course in journalism for all candidates for bachelor of arts degrees.

Garner read a paper at the 1921 meeting on "The Development of My Method of Teaching News Gathering and News Writing," in which she told how her women students were able to take over all news staff work for one day at the *Macon Daily Telegraph*, Georgia's second largest paper. Her male predecessor had begun this field trip in 1917, after the students had labored on a laboratory-type paper and the school paper. Garner's hard-nosed professional approach was duplicated by two of her peers, Ethel Outland of Coe College and Ruby Black of Wisconsin, whose convention session papers are likewise preserved in the AEJMC Archives.

Garner was a graduate of Vanderbilt and took courses at Chicago, Columbia, Harvard, and Wisconsin. She listed ten years professional experience. She was appointed to the resolutions committee in 1921, to the time and place committee in 1922, and was elected vice-president in 1924. Ethel Outland began teaching at Coe College in Iowa in 1913, won an M.A. in journalism at Wisconsin, and was named professor of journalism and English at Coe in 1922. She appeared on AATJ programs and was named a member of the AATJ executive committee for 1925 — the second highest ranking given a woman in this era.

Ruby A. Black was a graduate of Texas who became editor of Theta Sigma Phi's publication, *The Matrix*, and took charge of the Women's National Journalistic Register. She joined the Wisconsin faculty in 1921, giving a course in "women's department news" for newspapers and magazines. She also became secretary of the American Association of College News Bureaus. Others among the seven 1921 participants were Jeannette Collins of Lindenwood College, Alice C. Hunter of Nebraska Wesleyan, and Nell K. Gleason of Salem College. Izil Polson of Kansas State appeared on the 1922 program; when she took a leave the next year to study at Madison, her faculty replacement was Milton S. Eisenhower.

An illustrous woman faculty member was Dr. Helen O. Mahin, associate professor at Kansas beginning in 1920. Author of two books about William Allen White, she went to Michigan for her doctorate, writing "The Development and Significance of the Newspaper Headline." She served on AATJ's 1924 nominations committee. Genevieve Jackson Broughner, a Minnesota graduate, was an instructor at Madison in 1920-21 and parttime at Minnesota during 1922-25. She wrote a book about women in journalism, then went into advertising work. Grace Ray, winner of an Oklahoma M.A., was a reporter before becoming an instructor at Oklahoma in 1920.

When Ruby Black's husband was assigned to St. Louis by the United Press in 1923, she left her Wisconsin faculty job. Her replacement was Helen M. Patterson, a Kansas journalism graduate and newspaper reporter who took an M.A. at Wisconsin. Named an instructor in 1923, she retired as a professor in 1957. Patterson was her era's leading magazine writing teacher and textbook author. An early champion of women's rights, she was perceived by many males as an abrasive colleague ("Don't hire a woman; she might be like Patty," was a widespread comment in the late 1940s).

Helen Hostetter, a Northwestern graduate, became a Kansas State assistant professor in 1926 to teach "Journalism for Women." She was a journal editor from 1941 to 1946, then returned to Kansas State as the first U.S. woman full professor in journalism. Frances Grinstead, a Missouri product, joined its faculty in 1932, going later to Kansas. There were others who followed these early leaders of women in education for journalism; in Part III the story of the "women's movement" of the 1970s and 1980s will be told.

Council on Research

Willard Bleyer continued to hammer at his more technical-minded colleagues about the need for research, which he had stressed at their 1921 meetings in Madison. The 1923 AATJ minutes report:

> Professor Bleyer recommended, after presenting his paper on "The Place of Research in the School and Department of Journalism," that a large part of the programs of conventions hereafter be devoted to the presentation of the results of research by members of the association, and recommended also that the follow-

> ing resolution be passed: "That we believe that research is more vital for the continued success of teaching of journalism than it is in other subjects in which research has been carried on for longer periods."

President Beckman referred Bleyer's recommendations to the committee on resolutions. Next day its chairperson, Nelson Crawford of Kansas State, presented a watered-down version:

> That members of the association be urged to be active in contributing to the literature of their profession.
>
> That a Committee on Research be appointed and that a part of each annual program be devoted to a presentation of results of research (a goal not honored until the 1950s).

In 1924 Bleyer was named to head a Council on Research, with Walter Williams, Cunliffe, Scott of Illinois and M. Lyle Spencer of Washington as members (Spencer was head of the Washington school from 1919 to 1926). The council members had been chosen jointly by the presidents of AATJ and AASDJ. Bleyer continued as chairperson for 1924-29; Eric Allen succeeded for 1930-33, Ralph Casey for 1934, and Frank Mott for 1935-38 (see Appendix for chairpersons for later years). Bleyer sought outside funding for a study of forces molding public opinion in the United States, and another of news-gathering methods.

Council on Education for Journalism

A Committee on Classification, whose work was directed by Lawrence W. Murphy of North Dakota, had been put to work in 1922 to formulate standards and to classify existing journalism schools and departments at levels designated as A,B, and C. Their first effort was labeled "tentative," and instead the committee moved in 1923 that the AATJ and AASDJ jointly establish a Council on Education for Journalism which would draft standards and classify schools. The Council was ordered to write a detailed statement of standards and circulate it 60 days before the 1924 meeting.

Bleyer once again was designated as chairman. Others voted places were Cunliffe, Allen, Crawford, and Joseph S. Myers of Ohio State. Their "Principles and Standards of Education for Journalism" appeared in the 1924 *Journalism Bulletin*. The committee's effort was so well-stated that it continues to be valid in the 1980s. Some of its standards also became bones of contention when AASDJ refused admission to some schools. The statement follows:

PRINCIPLES AND STANDARDS OF EDUCATION FOR JOURNALISM

I. GENERAL PRINCIPLES

Because of the importance of newspapers and periodicals to society and government, adequate preparation is as necessary for all persons who desire to engage in journalism as it is for those who intend to practice law or medicine. No other profession has a more vital relation to the welfare of society and to the success of democratic government than has journalism. No other profession requires a wider range of knowledge or greater ability to apply such knowledge to current events and problems than does journalism. Adequate preparation for journalism, therefore, must be sufficiently broad in scope to familiarize the future journalist with the important fields of knowledge, and sufficiently practical to show the application of the knowledge to the practice of journalism.

Under present conditions the best means of acquiring this essential knowledge and of learning its application is a four-year course of study in a college or university, including such subjects as history, economics, government and politics, sociology, literature, natural science, and psychology or philosophy. Not merely acquisition of knowledge but encouragement to independent thinking and fearless search for truth should be the purpose of all courses in preparation for the profession of journalism. Instruction in all subjects in the curriculum should be vitalized by research and contact with current developments, on the part of instructors.

Preparation for journalism should also include instruction and practice in journalistic technique, and consideration of the responsibility of the journalist to society. All instruction in journalism should be based on a recognition of the function of the newspaper and other publications in society and government, and should not be concerned merely with developing proficiency in journalistic technique. The aims and methods of instruction should not be those of a trade school but should be the same standard as those of other professional schools and colleges.

Since a liberal education is recognized as essential for the journalist, the amount of instruction in journalistic technique should not constitute so large a part of the four-year course as to exclude courses in other essential subjects. Although courses in the technique of journalism will naturally be concentrated in the last two years of the four-year course, students in these years should also have the opportunity to pursue advanced work in such subjects as economics, government and politics, history and literature.

In all courses in journalism, as in courses in other subjects, instruction should be given by teachers with adequate preparation. The requirements of instructors in journalism should include at least a bachelor's degree as well as practical journalistic experience. Moreover, instruction in journalism should be vitalized by contact with current journalistic conditions, on the part of instructors.

II. STANDARDS OF EDUCATION FOR JOURNALISM

On the basis of these general principles which should determine standards of education for journalism the following specific requirements are considered essential:

1. That instruction in preparation for journalism shall be organized as a separate academic unit; *e.g.*, a department, course, or school of journalism: with a dean, director, or professor at its head.

2. That the successful completion of four years' work in a college or university, consisting of not less than 120 semester units, be required for a bachelor's degree in the department, course, or school of journalism.

3. That the form of the bachelor's degree granted shall indicate that the student upon whom it is conferred has successfully completed the requirements for a degree in journalism; *e.g.*, bachelor of arts in journalism; bachelor of science, course in journalism; bachelor of journalism.

4. That the four-year course required for the bachelor's degree in journalism shall normally include history, economics, government and politics, sociology, literature, natural science, and psychology or philosopy. A reading knowledge of at least one modern foreign language is desirable.

5. That the courses offered in journalism shall afford instruction and practice in reporting, copy reading, editorial writing, and the writing of special articles; and instruction in the history of journalism, and the principles, or ethics, of journalism (with particular reference to the duties and responsibilities of the journalist to society), and the law of the press.

6. That in courses in journalism requiring writing and copy reading, the students shall have the advantage of constant individual criticism of the work by competent instructors, not by student or other assistants; and that as far as possible students shall be given the benefit to be derived from seeing their work in print.

7. That in courses in newspaper reporting students shall be required to cover regular news assignments, and that they shall have the benefit of constant criticism by competent instructors, not students or assistants, on the manner in which they handle such assignments.

8. That students shall not receive academic credit for practical journalistic work unless such work is done under the immediate supervision of an instructor in journalism as a part of a regular college course in journalism.

9. That the number of instructors in journalism shall be sufficient to insure careful attention to the individual needs of the students in the instructor's courses, and that the amount of class and laboratory work required of each instructior shall not exceed that of instructors in similar departments, such as that of English composition.

10. That instructors in journalism shall be encouraged to carry on research work and to

contribute to the literature of the subject.

11. That a collection of the standard books on various phases of journalism shall be available for the use of the students, and the students be required to familiarize themselves with these books. Sufficient laboratory equipment shall also be available for use in connection with instruction in the technique of journalism.

12. That the standards of admission to and graduation from the department, course, or school of journalism shall be sufficiently high to prevent students lacking in knowledge, ability, and proficiency from obtaining a degree in journalism.

Bleyer remained chairperson of the Council on Education for Journalism through 1934. He was succeeded by Murphy.

There were other evidences of concern for journalism education standards. Leon N. Flint of Kansas, author of textbooks on editorial writing and the ethics of journalism, gave a paper on how to teach ethics in 1922. That year 50 students in journalism at Oklahoma staged a protest against sensationalized handling of a story of violence by the *Oklahoman-Times*. The AATJ *Monthly Bulletin* also commented that a new book, *Public Opinion and the Steel Strike of 1919*, would be useful in any ethics of journalism class.

The *Bulletin* carried prominent book reviews during 1921 to 1923 of Walter Lippmann's *Liberty and the News*, Zechariah Chafee Jr.'s *Freedom of Speech*, Lucy Salmon's *The Newspaper and the Historian*, and Lippmann's *Public Opinion*. It called the latter the "most stimulating work in the field published in many years."

Journalism Bulletin and Journalism Quarterly

When Nelson A. Crawford of Kansas State was elected AATJ secretary in 1920 he planned the publication of a mimeographed *Monthly Bulletin* for the membership and an annual *Proceedings* containing convention minutes, addresses, reports, and digests of papers. *Proceedings* appeared for 1921, 1922, and 1923. The *Monthly Bulletin* began in March 1921. Crawford produced seven issues that year and six more in 1922. The secretary's post and editorship then transferred to Reuel R. Barlow, new journalism department chairperson at Minnesota, who issued nine in 1923. The series averaged eight pages each issue.

AATJ decided to sponsor a printed publication and elected Lawrence W. Murphy of North Dakota as its editor during its 1923 convention. Murphy demanded and obtained "power to act." Dues were raised to $3 annually, with $2 going for the new *Journalism Bulletin*. Volume 1, Number 1, appeared in March 1924. Murphy joined the Illinois faculty in the fall and remained editor through 1929. During his final three years, Fredrick S. Siebert served as managing editor. The publication was renamed *Journalism Quarterly* in 1928.

AASDJ agreed to subsidize the journal to the extent of $40 an issue, and obtained control over the election of the editor and direction of editorial policy. At the 1929 convention in Baton Rouge, Murphy resigned. AASDJ president Frank Luther Mott outlined a proposal for an expanded *Quarterly*, oriented toward research. A publications committee of Bleyer, Cunliffe, and Williams thereupon elected Mott to the editorship.

Mott, then director of journalism at Iowa, had as the lead article in his first edition, March 1930, "A Scientific Method for Determining Reader-

Interest" by Dr. George Gallup, then still an unknown Iowa researcher. An annotated bibliography of articles on journalism subjects in American magazines, edited by Ralph D. Casey, began in his second issue. When Mott resigned in December 1934 Casey was elected to succeed him. He served for ten years, with Mitchell V. Charnley as managing editor and Fred L. Kildow as business manager.

During its first decade, 1924 to 1933, the *Quarterly* printed 2,660 pages. The second decade, 1934 to 1943, the total rose to 4,120. Throughout the period it had both humanistic and social science research interests, and gained prestige as a research journal.

AATJ's Christmas Time Hotel Conferences

The journalism education conventions were standardized in 1924 when the AATJ voted they be held in the week between Christmas and New Year's, as far away from Christmas Day as possible. Even so, many members set out on trains Christmas Day to be on time. The convention never ventured west of the Mississippi Valley; it took four nights and three days to reach New York from Los Angeles.

From 1925 to 1930 the conventions met in New York, Columbus, Iowa City, Ann Arbor, and Baton Rouge. In 1931 the rapidly rising Ralph Casey invited the conventions to Minnesota in his AASDJ presidential year. The economic crisis brought cancellation of the 1932 meeting. From 1933, the conventions met in Chicago, Washington, D.C., St. Louis, Columbus, and in 1938, Topeka, Kansas. Attendance was heavily male — few if any wives or families. Department chairs, directors, and deans predominated. In 1931 there were 70 attending the Minneapolis convention, out of 200 AATJ members from among the 677 teachers in 171 schools. In 1938 there were 96 members attending the convention in the Hotel Jayhawk — located in a dry state on New Year's Eve. Helen Patterson of Wisconsin and Helen Hostetter of Kansas State served on committees to represent the women. AATJ membership was 264, including 28 women, or 10.6 percent. There was considerable argument for the two organizations to hold biennial national conventions, in even-numbered years, and up to six regional meetings in odd-numbered years. But the onset of a period of wartime convention cancellations diminished interest in the plan.

When the 1932 convention was cancelled, Ralph L. Crosman of Colorado inherited a second year in office as AATJ president. Colorado's major course was approved in 1923 with Crosman and A. Gayle Waldrop as the faculty. Crosman was an independent-minded, sometimes abrasive person who did much to maintain AATJ's idealism.

AASDJ Moves Toward Journalism Accrediting

The statement of "Principles and Standards of Education for Journalism" adopted in 1924 was translated into a revised AASDJ constitution adopted in 1926 at Columbus. Debate continued over the classification of schools at A,B, and C levels.

In 1925 the AASDJ admitted as new members Illinois and the newly established schools at Iowa (Fred J. Lazsell, director) and Syracuse

(George C. Wilson, director). Then, between 1928 and 1936, 14 more institutions were voted membership, bringing the total to 32. They were Stanford, Kentucky, Minnesota, Boston, Colorado, Georgia, Marquette, Rutgers, Washington & Lee, Pennsylvania State, Iowa State, New York University, Southern California and Louisiana State (whose director, Marvin G. Osborn, was AATJ president in 1926 and leading southern member).

The movement toward journalism accrediting on some other basis than election to AASDJ gained momentum in 1931 at Minneapolis when AATJ and AASDJ voted to make permanent a joint committee with the American Society of Newspaper Editors on education for journalism. Bleyer had headed the teachers' group since 1923.

There had been several years of discussion by educators and newspaper practitioners of ways and means to achieve professional status for journalism. The possibility of establishing some system for journalism school accreditation was being explored. But the years of the Depression and recovery of the national economy put the proposals in abeyance until 1939. The events which then occurred form the opening pages of Part II of this monograph, which follow an interlude article, "The 40-Year History of ASJSA".

RALPH D. CASEY

I first met Ralph Casey in December 1940 at the Hotel New Yorker. The AATJ-AASDJ convention was there and I was in New York researching the records of the ANPA for my history dissertation at Berkeley. Bob Desmond, Berkeley journalism chairman, introduced us. Casey pulled his pipe from his lips, smiled and said, "Always glad to meet the new up-and-coming scholars."

Our second meeting was in September 1945 in his home on West River Road in Minneapolis, overlooking the Mississippi. We had driven ten days from Berkeley to take up teaching in Casey's school; five-year-old Michael relaxed by bouncing high in the air, stiff-legged, on the Casey sofa. But wife Lois gamely served her old fashioneds and Ralph exhibited with a flourish, a copy of my Berkeley dissertation.

The Caseys often contrived to arrange helpful services by the staff; housing was scarce in post-war Minneapolis and we were glad they had rented a two-story house for us whose second-floor bedrooms were occupied by five Latin-American newspapermen sent to Minnesota by the State Department. After we bought a home two blocks up-river from them, Ralph would often drive me home and have my wife Mary join us for Lois' old fashioneds and bantering conversation ("you'll get used to it here but you won't like it"). He gave up trying to teach me to play golf but we took in baseball games. The solemn times were when he served as a relentless manuscript reader for my ANPA history and *The Press and America*.

Casey was born in Aspen, Colorado, in 1890. Deaths of his father and a twin brother left him closely attached to his mother. When he married, she remained in the household and Ralph adroitly stimulated competition between Lois and Mother Casey. He received B.A. and M.A. degrees from the University of Washington; reported for the *Seattle Post-Intelligencer* and the *New York Herald*; taught at Montana, Washington, and Oregon; and then joined the migration to Willard Bleyer's domain at Wisconsin.

There he met two of his closest associates, Ralph Nafziger and Chilton Bush (a third was Frank Luther Mott); won his doctorate in political science with a journalism component; and successfully competed for the journalism chairmanship at the University of Minnesota. In 1931 he was elected president of the American Association of Schools and Departments of Journalism (an honor repeated in 1957). He held a 1937-38 Guggenheim Fellowship to study the British national election; his research led to co-editorship with Harold D. Lasswell and Bruce Lannes Smith of two bibliographies in the field of public opinion and propaganda. They won the 1946 Kappa Tau Alpha and Sigma Delta Chi research awards. Beginning in 1935 he served for a decade as editor of the *Journalism Quarterly* and he was a member of the American Council on Education for Journalism from its inception to 1956.

He worked with Ralph Nafziger to organize the first research division for the study of mass communications at a school of journalism. His class in "Public Opinion and Propaganda" was a cornerstone in the Minnesota graduate program, which reached the Ph.D. level in the early 1950s.

Casey was made an honorary member of the American Society of Newspaper Editors before his retirement in 1958. He still treasured that medal when he died in Seattle in 1977. — *Edwin Emery*

FRANK LUTHER MOTT

Most journalism undergraduates at the University of Missouri in Columbia first encountered Dean Frank Luther Mott in his large "History and Principles of Journalism" class. It was a lively encounter, and a little scary with much note taking as the instructor, in a high-pitched voice, introduced us to countless distinguished and not-so-distinguished journalists out of the past in an interesting admixture of dates, historic facts, and anecdotes. It didn't occur to most of us then that this enthusiastic and demanding teacher was already a nationally known historian, a prodigious researcher, and a prolific author. But we did know that he made journalism history interesting and that somehow a better knowledge of this subject in which our instructor was so immersed seemed worthwhile.

Later, as a graduate student among a group dominated by World War II veterans pursuing study under the GI Bill, I came to know Mott, by then Dean Emeritus, on a more personal level in a seminar, "The Literature of Journalism," which he taught for a decade after his "retirement." We sometimes met in a restaurant just off campus where we discussed assigned books written by journalists or about journalists over coffee and sweetrolls. On occasion we assembled in the instructor's home among the stacks of his 6,000-volume library where we talked about bibliographies, research methods (though he didn't call it that), and inquired about our instructor's ongoing research on the fourth volume of his *History of American Magazines*. We were impressed that he had won a Pulitzer Prize in 1939 for Volumes 2 and 3. (In 1958 Mott was awarded the Bancroft Prize for Volume 4.) During refreshments served by Mrs. Mott, we pried even further into our instructor's interests and his research. It seemed to us that his magazine project, which had already spanned more than two decades, afforded his zeal for life and that somehow he hoped there would be "Time Enough," to borrow from the title of his 1962 book subtitled "Essays in Autobiography," to complete his planned work. As it turned out, there wasn't time enough; he died in 1964 while working on Volume 5, which was published posthumously.

The five-volume *History of American Magazines* sets above my desk as a reminder of this unusual teacher and scholar whose influence lives on through the lives of the hundreds of students he challenged by his example. In preparation for writing this sketch, I picked up a volume of *National Cyclopedia of American Biography* and found there a full-page photograph with a bold signature, Frank Luther Mott, scrawled beneath. It was accompanied by a biography which stretched into three columns listing all of Mott's accomplishments as an educator and author. Impressive as this listing of his administrative positions and research achievements may appear, Frank Luther Mott was, above all else, an excellent teacher who enjoyed, and excelled at, communicating his considerable knowledge about journalism and living to all those who accepted his challenge. — *Harry W. Stonecipher*

THE 40-YEAR HISTORY OF ASJSA

"Conceived in protest and forged in the fires of accreditation . . ."
— From author Warren Agee's 1957 ASJSA presidential address.

Perley Isaac Reed of *West* (By God!) Virginia would have none of it. Hadn't Willard Bleyer of Wisconsin and Harry Harrington of Northwestern helped him get his journalism sub-department started back in 1920? Hadn't he built the program to the point that in 1939 an autonomous School of Journalism, one of only six in the country, was authorized by the Board of Regents of West Virginia University?

Why, then, did one of those Midwestern professors, after a hurried visit to his campus, recommend that the school *not* be invited to join the "magic fold" of more than 30 schools that comprised the decades-old American Association of Schools and Departments of Journalism?

"How was a journalism school to get on the [AASDJ list]?" Reed wrote in retrospect in the winter 1958 issue of *The Journalism Educator*. "One man reported that four journalism teachers in a department would do, but three would be too few for the unit to 'make' the select group. A certain arbitrary number had been set up not only for square feet of floor space but for typewriters in the newsroom and books in the reading room."

The feisty Ohio-born director was not the only administrator fuming over AASDJ exclusionary policies. J. Willard Ridings of Texas Christian and Clement J. Trout of (then) Oklahoma A&M decided with Reed in 1944 that it was time to organize non-AASDJ journalism departments for post-World War II cooperation.

Warren K. Agee
Former ASJSA and AEJ President

After a poll of non-affiliated department heads, Reed announced on Oct. 25, 1944, that 14 administrators had requested charter membership in the American Society of Journalism School Administrators (ASJSA) — "a fine name — the initials read the same backward as forward," Reed later confided. ASJSA was duly constituted with the following charter members: W.J. Lemke, Arkansas; E.L. Callihan, Drake; W.L. Lowry, Florida; A.A. Applegate, Michigan State; A.L. Higginbotham, Nevada; R. B. Eide, North Dakota; R.D. James, Pennsylvania; E.G. Trotzig, South Dakota; Loren Donelson, South Dakota State; Lester Jordan, Southern Methodist; and George Simmons, Tulane, along with Reed, Trout and Ridings.

Reed was elected president pro tempore and Higginbotham secretary pro tempore. Reed remained president through 1947.

Reed named Applegate as chairman of a committee on the constitution and turned over to him a draft constitution he had prepared. The resulting document was adopted and ASJSA officially came into being at the group's first meeting, in Cincinnati, on June 29-30, 1945. It read, in part:

> . . . [T]he object of ASJSA shall be 'to unite the executive heads of departments and schools of journalism in higher education institutions (a) for the exchange of information and experience bearing on journalism school administration and (b) for cooperation in determining sound standards and maintaining efficient systems of professional education for journalism.

Reed later wrote:

> . . . [T]he strong-hearted members of ASJSA were not daunted by those bent on restraining and humiliating journalism educators not affiliated with the ACEJ junta. The ASJSA leaders reaffirmed their original purposes and redoubled their determination to guarantee to the medium-sized grassroots journalism schools and departments deserved recognition, respectability, self-confidence, proved instructional procedures and an ambition and will to advance professional education for journalism so that the national press would be steadily improved.

The infant organization moved quickly to provide services for its members. The first issue of *The Bulletin* of ASJSA (retitled *The Journalism Educator* in 1958) appeared in 1945. It contained articles and news notes. An annual *Directory* soon followed. On a more practical level members began exchanging administrative and teaching tips through a periodic publication known as the *Roundtable*. Typical subjects were "Teaching Loads and Salaries," "Scholarships and Awards," "Journalism Sequences" and "Physical Equipment."

At its 1946 meeting in St. Louis, ASJSA began awarding an annual Citation of Merit to leading publications and individuals. The first recipient was *Editor & Publisher*, in whose columns Dwight Bentel later extolled the virtues of the organization as a regular correspondent.

The awards presentation, accompanied by an address by a well-known publisher or journalist, attracted major luncheon crowds after ASJSA began meeting with the other associations at the 1949 convention in Minneapolis (following separate ASJSA meetings in Chicago in 1947 and Kansas City in 1948). It became a convention-wide affair in 1985.

Also in 1946 ASJSA officially adopted its "Standards for Education in Journalism," composed chiefly by Higginbotham. The standards were published each year for a time in the *Editor & Publisher International Year Book* and, according to Reed, achieved some international attention.

Perley Reed, West Virginia ASJSA founder

The AEJ convention at Michigan State in 1953 will never be forgotten by those who attended, for AASDJ and ASJSA found themselves locked in a struggle over the future of journalism accreditation.

After World War II the number and the power of the groups involved in the accreditation of professional schools had rapidly increased. Concerned that they were losing control over the administration of those schools, 1,200 college and university presidents in 1950 formed the National Commission on Accreditation (NCA). They adopted in principle a plan of *institution-wide* accreditation of specialized schools and colleges. Regional associations were empowered to make these evaluations with the cooperation of the independent accrediting agencies.

ACEJ, established in 1945 by AASDJ and industry leaders, agreed to cooperate with NCA only on condition that ACEJ be permitted to enforce its own standards. NCA officials resented the ACEJ conditions so much that in the spring of 1953 they officially notified the six regional associations that in the future they should work with ASJSA in obtaining educators to evaluate journalism programs. This was a bombshell for AASDJ and its newly formed accrediting council.

A prelude to dramatic events at the Michigan State convention took place during a meeting with NCA officials in Washington, D.C. in April. Reed and Alfred A. Crowell of Maryland presented ASJSA's proposed plan of cooperation. Among those reacting strongly to any such move were AASDJ's Ralph Casey of Minnesota, Burton W. Marvin of Kansas, Leslie G. Moeller of Iowa and Earl English of Missouri.

The stage was set. In a hot Michigan State convention room that August a somber group of AASDJ leaders debated what to do. Assembled down the hall was a much smaller ASJSA group, its members genuinely concerned over a possible rift with their colleagues at accredited schools but also delighted over the recognition accorded ASJSA.

Far into the evening came a knock at the ASJSA meeting room door. Warren K. Agee of Texas Christian, attending his first AEJ convention, watched as three AASDJ delegates — Kenneth Olson of Northwestern, Leslie Moeller of Iowa, and George Simmons of Tulane — entered. "We have a compromise plan we would like to suggest," said the leader of the delegation (his identity not recalled). "Tomorrow we will propose to the convention the AEJ's elected representatives to ACEJ include each year a member of your organization."

This was a bitter concession, for AASDJ had devoted many years to the development of the accrediting program, under which only "Class A" schools (those that had met AASDJ standards) would be involved in school evaluations. After the visitors had departed, ASJSA members agreed within the hour to accept the proposal, duly put into operation the following day. At the same time ASJSA agreed to pay its share of accrediting expenses from its meager treasury.

Simmons, who had succeeded Reed as ASJSA president in 1948, and Dwight Bentel, San Jose State, 1950 president, were influential in negotiating majority support from AASDJ members for the compromise. Simmons became AEJ president in 1954.

This new-found taste of cooperation turned sour at the 1957 convention in Boston, however, when AEJ president Norval Neil Luxon of North Carolina delivered what Mitchell Charnley of Minnesota, in his 1959 presidential address, termed a "hell-raising talk." Pointing out that the number of journalism schools and departments had increased by more than one-third during the preceding 10 years, Luxon declared:

> Forty or fifty truly professional schools of journalism, located at institutions with outstanding libraries, with nationally recognized departments in the humanities and the social sciences, with rigid requirements for the first two years' work in the liberal arts, with adequate budgets for the journalism units, with staff members interested and actively engaged in research as well as in teaching and service, will serve the nation's newspapers and the other media of mass communications far better than 150 to 175 schools, many of which are inadequately staffed and supported.

Luxon asked the members to compare the standards, curricula and admission and graduation requirements of their own programs with those in other professional schools. "If you cannot honestly state that your journalism standards are on a par with those of other professional schools and teaching disciplines," said Luxon, "I suggest that you immediately set about raising the standards or take steps toward the termination of journalism instruction at your institution."

Disturbed at this perceived threat to their existence, ASJSA members became even more alarmed a few months later when the Board of Regents of the State University System of Florida, following the recommendation of three consultants — Luxon, Casey and Herbert Brucker, editor of the *Hartford Courant* — abolished the journalism degree program at Florida State University.

Agee, elected AEJ president at the Boston convention after service as ASJSA president in 1956, subsequently received a deluge of letters. Isn't this "an unfortunate reflection on journalism as being dispensable and an indication that some persons think it is one discipline that should not be allowed to correct its mistakes and grow?" asked one writer. Another pointed out that, "If only one program of journalism education per state were permitted, many fine programs would face oblivion."

In his address at the Missouri convention in 1958, coinciding with that school's 50th anniversary, Agee sought to answer Luxon:

> Most of us in journalism education, I am convinced, are committed to a philosophy that would improve existing journalism programs that have value in their respective locales.
>
> Journalism is such a rapidly growing field and its graduates are sought by such a wide range of media and by industry that we are far from the saturation point in programs of instruction, particularly in view of our rapidly expanding population and economy.
>
> I believe that we are equally far removed from any monolithic approach to the question of how best to educate for journalism. Diversification and individualism are all-important in a craft that is more an art than a science . . .

Endorsing a call by Simmons for AEJ to engage in some "journalistic missionary work" to aid small departments, Agee said: "[T[he challenge is for us to develop existing schools and departments of journalism that are supported and needed in their locales, so that they may attain their legitimate objectives . . ."

In 1954 ASJSA, at the Albuquerque convention, had officially accepted the institution-wide system of accreditation endorsed by NCA. Nevertheless, one after another of the ASJSA members sought and obtained ACEJ accreditation of their schools. Many members retained their ASJSA affiliation while accepting an invitation to join AASDJ, partly in order to continue receiving the invaluable *Roundtable* and other ASJSA services but also in loyalty to the organization that had helped them "hold their heads high" as they improved their programs.

ASJSA expanded internationally in 1958, accepting into membership the director at Ryerson Institute of Technology, Toronto, Canada. Eventually the leader of five foreign journalism programs, including two in the Republic of China on Taiwan, became members.

In 1964 the administrators of ASJSA's 60 member schools played a substantial role in the reorganization of AEJ under a new constitution at the Austin, Texas, convention. ASJSA president Charles L. Allen of Oklahoma State worked with the executive committee in planning the changeover to the new system of divisions within AEJ, and his successor, Jacob Jaffe of Long Island, served on the executive committee guiding the reorganization during the following year.

AEJ president Edward W. Barrett of Columbia appointed well over a dozen ASJSA members to committees, including Higginbotham, serving also as ASJSA's representative on the accrediting council. ASJSA had indeed "arrived!"

The names of newspaper editors and journalists representing each of the 50 states were listed in *The Journalism Educator* that year as members of the ASJSA National Advisory Committee. This was another device instituted by founder Reed to provide the grass-roots support for the organization.

Indicating the broad range of ASJSA activities were the 17 committees also listed in that issue: accrediting relations, awards, convention program, curriculum studies, editorial board, freedom of information, instructional standards, international relations, nominations, professional liaison, recruitment, research, *Roundtable*, student publications, summer faculty fellowships and membership.

Although a spirit of cooperation between AASDJ and ASJSA had been slowly developing, ASJSA members were still rankled over perceived attitudes and what they considered special privileges accorded to the accredited schools by some industry groups. In the fall 1967 issue of *The Journalism Educator* Jaffe called on the leaders of AEJ, AASDJ and ASJSA to work together "to change the national pattern (already of some duration) in which larger departments hurt, shun and discourage smaller ones; state-sponsored universities ignore the problems and sometimes the plight of privately endowed schools; [and] benefits awarded by such operations as the Hearst Foundation, the Magazine Publishers Association, the American Newspaper Publishers Association and the *Minneapolis Tribune* go to certain departments and not at all to others that are perhaps just as deserving . . ."

In 1970 the archives for the official records of ASJSA, then a quarter-century old, were established in the Friedsam Memorial Library at St. Bonaventure University in New York. A year later the AEJ archives was established in the Mass Communications History Center of the State Historical Society of Wisconsin in Madison.

The Journalism Educator was incorporated into the AEJ family of publications in 1970. Talks to unify all journalism education publications began at the Kansas convention in 1958 and were carried forward to the 1969 convention at Berkeley. Discussions among representatives of all the publications, at a meeting in Las Vegas in April 1970, resulted in adoption of the new plan at the Washington, D.C. convention in August of that year.

Henceforth *The Journalism Educator* would carry news of all AEJ activities and be sent to the entire AEJ membership, not just to ASJSA members. The action freed *Journalism Quarterly* from its news-reporting obligation. The editor of the *Educator* would be named by the editorial board of ASJSA, the AEJ publications committee and the AEJ executive committee, with the nomination to come from ASJSA. Untouched by the agreement was the *Roundtable*, a publication long prized by the ASJSA membership.

The unification move was a signal precursor of the eventual dissolution of ASJSA and AASDJ, agreed upon at the Oregon State convention in 1983. Into being came the new Association of Schools of Journalism and Mass Communication (ASJMC). At the Florida convention, the mission of its founders 40 years earlier having substantially been accomplished, ASJSA — now with almost 150 members — was officially dissolved on Aug. 7, 1984. — *Warren K. Agee.*

PART II

THE FORMATIVE YEARS: ACEJ, ASJSA, AEJ (1939-63)

In the decade beginning in 1939, the journalism educators reached an agreement with the major newspaper associations to establish an accrediting program for professional journalism education; a rival educators' organization was formed which threatened the established order; and a truce was reached bringing about a new overarching organization, the Association for Education in Journalism.

"The 40-Year History of ASJSA," inserted between Part I of this running text and the start of Part II, summarizes the record of that rival group, which was born out of the controversy over accrediting and its resulting classification of schools. It was not until 1984 that the AASDJ and the ASJSA worked out an amicable settlement of their fears and hopes.

Accrediting Begins

The conversations between AASDJ members and leaders of the American Society of Newspaper Editors, nurtured by Willard Bleyer and then by Grant Hyde since 1923, stimulated a breakthrough in the search for an agreement between the schools and five major newspaper organizations. In his report to the December 1938 AASDJ convention, Hyde credited Dean Kenneth E. Olson of Northwestern, current AASDJ president, and Casper S. Yost of the *St. Louis Globe-Democrat*, ASNE negotiator, with selling the American Newspaper Publishers Association on cooperation.

January 20, 1939, in Chicago, the National Council on Professional Education for Journalism was formed by six AASDJ representatives and spokepersons for the ASNE, ANPA, the Southern Newspaper Publishers Association, the Inland Daily Press Association, and the National Editorial Association. Nationally known participants were Yost, Mark Ethridge of Louisville, and Jerome Barnum of Syracuse. The Council assumed the responsibility to "act as a recognizing or accrediting agency for the schools of journalism, to give official recognition . . . to schools that will meet the standards that we think are necessary for an effective education." Yost was elected temporary chairperson and Olson secretary. The five newspaper organizations involved gave their approval during the years, and the ANPA's Barnum became the chairperson. Publisher of the *Syracuse Post-Standard*, Barnum was an ANPA past-president.

Barnum appointed a committee of the Council, including Olson and Ralph D. Casey of Minnesota, to "ascertain ways and means of carrying forward a further qualitative survey of the 145 institutions offering professional programs to determine standards which should be set up for professional recognition." Charles E. Rogers of Iowa State, also a Council member, undertook extensive research during the war years. Other Council members were Carl W. Ackerman, Columbia, and Frank L. Martin, Missouri. When Martin died in July 1941, Frank Luther Mott replaced him.

AATJ and AASDJ met in New York in December 1940 and in Des Moines December 28, 1941, for an abbreviated session. AATJ did not meet again until January 1946, conducting business by mail. But AASDJ held informal December meetings in Chicago. In 1941, it voted to admit Raymond B. Nixon's department at Emory University of Georgia out of an applicants' list that also included Alabama, California, Ohio, Oklahoma A&M, Temple, and West Virginia. At its informal 1943 meeting, AASDJ voted to admit the University of California at Berkeley department headed by Robert W. Desmond through a mail ballot, but refused to act on the West Virginia application. A critical visitor's report made by Ralph O. Nafziger of Minnesota was cited as the reason for non-action. This outcome precipitated West Virginia director Perley Reed's decision to found the American Society of Journalism School Administrators in 1944 (see "The 40-Year History of ASJSA," preceding).

ACEJ Emerges

Dean Kenneth Olson of Northwestern, who played the leading role among the educators in the creation of an accrediting body, said one turning point was the 1943 change of industry personnel on the Council. The SNPA named Richard Powell Carter of the *Roanoke Times World* as its representative; Olson said he had a deep interest in journalism schools and also was chairperson for the ASNE's education committee. Former ANPA president David W. Howe of the Burlington (Vt.) *Free Press* also joined the Council. Carter became chair, Howe vice-chair, and Olson secretary.

AASDJ approved plans for the new accrediting policy at its January 1945 convention in Chicago, after hearing full-scale pitches by its president, Fred Siebert of Illinois; Charles Rogers of Iowa State, researcher for the Council; and Olson. AASDJ was recognized as the accrediting agency for schools of journalism by the National Association of State Universities, the Association of Land Grant Colleges and Universities, and the American Council on Education.

The American Council on Education for Journalism became the official name of the accrediting program at the April 1945 newspaper meetings in New York City. Siebert replaced Ackerman as a Council member, while M. Lyle Spencer of Syracuse and Fred E. Merwin of Rutgers were designated alternates. Cranston Williams, ANPA general manger, gave his blessing to the enterprise.

A year later a seven-person Accrediting Committee had been named by the newspaper organizations and the AASDJ. Meeting at the Waldorf-Astoria Hotel April 21, it elected Earl English of the University of Missouri as its fulltime executive secretary. English had followed Mott to Missouri from Iowa. His selection was a disappointment to Rogers, who turned over his research data. English was asked to gather new data on staffs, standards, curricula, budgets, laboratories, equipment, libraries, and graduate records of schools of journalism in an attempt to set up measuring sticks by which the work of the various schools could be evaluated.

Members of the first Accrediting Council were Norval Neil Luxon, Ohio State, chairman; Ralph O. Nafziger, Minnesota; Raymond B. Nixon, Emory; Paul J. Thompson, Texas; A.L. Kirchofer, editor of the *Buffalo News*; Charles McCahill, general manager of the *Cleveland News*; and Stephen Noland, editor of the *Indianapolis News*. The Council approved financing plans that included a Carnegie Foundation grant and modest payments by the newspaper organizations, covering a $12,000 budget.

Schools were invited to apply for accrediting team visits during 1947 and in 1948 the ACEJ announced the names of 35 schools and departments that had been accredited in one or more sequences. The names of three AASDJ member schools were missing from the list: Boston, Nebraska, and New York University (all received accreditation at a later date). Four schools which had not yet been elected to AASDJ received accreditation: Oklahoma A&M, South Dakota State, Texas State College for Women, and the Wisconsin Department of Agricultural Journalism. At its 1948 convention in Boulder, Colorado, AASDJ limited its membership to accredited schools, but declined to make accreditation an automatic ticket for admission to AASDJ. The first round of accreditation had not produced a solution to the tensions manifested by the founding of the ASJSA.

The Birth of AEJ

President Frederic E. Merwin of Rutgers called the 29th annual convention of AATJ to order in January 1946 at the Neil House in Columbus, Ohio. There were 88 teachers from 47 schools and departments there, for the first convention since 1941. A portent of events to come was the nomination of Curtis D. MacDougall of Northwestern from the floor against two committee-named candidates for AATJ president — and the election of the liberal-minded, combative hero of the new, young rank-and-file teachers.

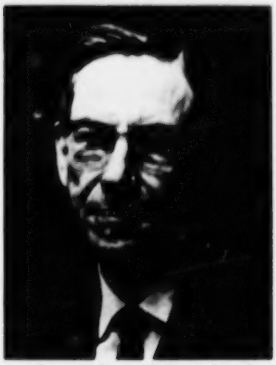
There were two 1947 conventions, in Lexington, Kentucky, in January and in Philadelphia in December. The latter was noted for the appearance of Chancellor Robert Maynard Hutchins of the University of Chicago, discussing the report of the Commission on Freedom of the Press and stepping on the toes of academic traditionalists. More toes were stepped on when the mid-winter hotel conventions were abandoned in favor of summertime conventions housed in dormitories on university campuses. When these were in vacation country they drew increasing numbers of wives and children. At Wisconsin in 1950 they were asked to eat at an early sitting, but host schools soon learned to accomodate the family groups and entertain them.

The first Colorado convention in September 1948 drew 138 teachers, 45 wives, and 20 children. The second one in 1955 drew 150 teachers, 91 wives, and 89 children for a barbeque on Flattop Mountain. Picturesque Albuquerque had 124 teachers, 61 wives, and 56 children enjoying a desert barbeque. Family attendance peaked at Eugene, Oregon, in 1959, where 103 children and 85 wives outnumbered 170 teachers. North Carolina's Chapel Hill setting drew top teacher attendance for the period in 1962 with 216, joined by 80 wives and 66 children. It should be added that the figure for teachers include graduate students, attending in increasing numbers.

There was increasing argument that the organization of individual teachers — AATJ — should be the most important one, rather than the AASDJ, perceived by many as having usurped the power of the total group and wielded it through a handful of influential leaders. Those leaders replied that they had won the right to direct the development of journalism education. Surprisingly, the traditional leaders put up little opposition to the reform now known as the Association for Education in Journalism.

At Boulder in 1948, AATJ president Roland Wolseley of Syracuse named an AATJ Committee on Merger composed of J. Edward Gerald of Minnesota, Willis C. Tucker of Tennessee, and Donald Burchard of Texas A&M. Gerald became the AATJ representative to the Joint Committee for limited merger, serving with Dwight Bentel of San Jose State, representing ASJSA, and John E. Stempel of Indiana, speaking for AASDJ.

Gerald proved to be the driving force of the movement; his committee



J. EDWARD GERALD

To many of his students Ed Gerald was the seminal mind in the field of the press and the constitution and, indeed, his book, *The Press and the Constitution, 1931-1947*, won the 1948 Sigma Delta Chi award for research in journalism. One of its sections taught how the least conventional among us — in this case the Jehovah's Witnesses — might win and define new constitutional rights for all.

As a teacher, Professor Gerald had a magical kind of intensity that sometimes frightened and perplexed but in the end instilled in his students a spartan devotion to constitutional studies. His own devotion to scholarship culminated in the publication of *The British Press Under Government Economic Controls* in 1956 after a Guggenheim Fellowship in England. In that work he developed his "paradox of press freedom," in which it is posited that some forms of press freedom may require governmental intervention.

The book, *The Social Responsibility of the Press* (1963), became a standard for media criticism and is still widely cited. Since his retirement in 1974, Gerald has published *News of Crime* (1983) and he remains an active scholar.

Beyond his teaching and superlative scholarship, Dr. Gerald was the 1952 president of AEJ. His Anglophilia led him to be one of the founders of the Minnesota News Council and he was its secretary from 1970-1974. He was manager of the Missouri Press Association and taught at the University of Missouri for 17 years. He was a correspondent for UP in Denver and editor of the Canyon, Texas *News*. Born in Evant, Texas, in 1906, Gerald earned a Ph.D. in political science at the University of Minnesota in 1946. One might say that this son of Texas has done it all. — *Donald M. Gillmor* circulated a draft of a new AEJ constitution and bylaws to all members a month before the August 1949 Minnesota convention. This was the first formal joint meeting of the three groups. Gerald presented the document and a list of 18 amendments to the AATJ; all his amendments, plus one other, were adopted. So was the new constitution. AASDJ and ASJSA also approved in principle. The merger was completed at the 1950 convention at Madison and the new constitution became effective January 1, 1951. The last two AATJ presidents were Gayle Waldrop of Colorado and Henry Ladd Smith of Washington; the first two AEJ presidents were Ralph Nafziger of Wisconsin and the man most responsible for the founding of AEJ, J. Edward Gerald of Minnesota.

The new organization, the Association for Education in Journalism, was based on memberships of individuals. It also provided an "umbrella" for coordinate organizations — which included AASDJ and ASJSA, but left room for other media groups.

RALPH O. NAFZIGER

For almost a half-century, Ralph Nafziger (1896-1973) played a key role in the development of journalism education and practice in the U.S. and throughout the world. Because the major features of his journalistic contributions are well known, it seems useful to concentrate my recollections on less well recognized aspects of his career. He shared with me memories of his growing up on the far west side of Chicago and of his experiences (including seeing Cossacks) as part of the American Expeditionary Force that invaded Russia at the close of World War I. He often told of his learning to "get the facts straight" as a reporter in North Dakota and Nebraska for seven years following his graduation from the University of Wisconsin in 1921. His mentor was Willard Bleyer, whom he described as a "heck of a smart fella." Ralph was particularly proud of having done a pioneering audience and marketing study of Madison as part of his doctoral training that culminated with his Ph.D. in political science with a minor in journalism in 1936.

Nafziger moved to the University of Minnesota in 1935 where he taught for 15 years, interrupted by OWI service in Washington during World War II. He tended to down-play his own very important post-war role in reestablishing a free West German press that had been destroyed by Hitler.

I first encountered Ralph when he returned to Madison in 1949 to take over a badly divided journalism faculty at Wisconsin. As is well recognized, in 17 years as Director he managed to turn Wisconsin into a renowned journalism school. He brought in outstanding professionals and scholars, started a successful doctoral program in mass communications, and founded the Mass Communications Research Center. Less well recognized was his role in enhancing the power and respect of the social sciences (including journalism and mass communication) within the University of Wisconsin. He had much to do with the social sciences gaining access to graduate school funding for research. The respect with which he was held on campus was shared by others throughout the world. He served as AEJ Executive Secretary for seven years following his retirement in 1966 and his travels to Europe and Asia show that he was much in demand as a knowledgeable advisor.

Nafziger placed great value on "facts and figures" and on the rigor needed to gather them. This carried over to a number of facets of his career: the need to study media content and audiences in a systematic manner, the need for precision in public affairs reporting, and the need for comparative study of international communication.

My first course with Ralph, international communication, was full of facts but enjoyable nonetheless. Outside the classroom, I remember best his dignity underneath his Homburg hat heading for a Rotary meeting and his competent play at second base at the J-school picnic when he was in his late fifties.

Our paths crossed again nine years later in 1962, when he invited me back to teach in Madison. I now think his job offer was pretty much done on his own, although he did say something about needing to clear it with the Dean. I was somewhat surprised to see my "contract" arriving in the form of a 3×5 inch sheet of paper typed on his old Underwood. I later learned what minimal formalities there were, these were always done on a small slip of paper.

In his own way, Ralph was a powerful leader. Ralph had a gift for surrounding himself with bright and talented people and he found ways to make them do their best. Ralph was tolerant of their idiosyncracies and conflicts, but his patience had its limits and he did not suffer fools and selfish people gladly. He saw no reason why people shouldn't get along. He was a peacemaker at Wisconsin and, I gather, was also one earlier at Minnesota.

Progress was a strong element in Ralph's outlook. He was a genial, kind and modest man. I still care about how he might see things today. He, too, was a "heck of a smart fella." — *Jack M. McLeod*

The ACEJ Solution

Creation of AEJ brought the ASJSA within the organizational fold, but it did not leave ASJSA with the feeling it was truly a coordinate organization with AASDJ, which controlled accreditation. Then lightning struck. The National Commission on Accrediting, angered by ACEJ insistence that it be permitted to enforce its own standards regardless of NCA efforts to encourage institution-wide accrediting, decided to work with the ASJSA instead. Fearful their entire accrediting edifice would collapse, influential AASDJ leaders decided the time had come to compromise. One plan was to divide up AASDJ's control over the educator seats on ACEJ, giving two to AEJ and two to ASJSA.

The drama played out at the 1953 AEJ convention is portrayed in "The 40-Year History of ASJSA," but from the ASJSA perspective.

There was an unhappy debate in the AASDJ meeting, with Norval Neil Luxon of Ohio State and Ralph Casey of Minnesota adamantly opposing such a compromise. President Burton Marvin of Kansas and George Simmons of Tulane, two moderate leaders of AASDJ thinking, sought to avoid a showdown, and supported the stand of Kenneth Olson and Leslie Moeller to save the ACEJ structure. A substitute motion by Casey, seconded by Earl English, lost by 11 votes for, 23 against. On final passage of the compromise, Luxon, Casey, and English won only one other supporter. One delegate returning to Minnesota ruefully summed it up: "There stood Ralph, sweeping at the waves with a broom."

RAYMOND B. NIXON

We who have worked with Raymond B. Nixon, first as graduate students and then as colleagues, value not only his intellectual diversity and his immense contributions to the international field, but also his courtliness, dry sense of humor and the many times he and Amy Nixon opened their home to us. The Nixon hospitality combined Southern graciousness with a cuisine yet remembered. Graduate students who existed on pot pies and hot dogs found Amy's fine cooking to be pure ambrosia.

However, when Nixon invited a class to meet at his home, no matter how relaxed the atmosphere, he made sure it was a learning experience. We were expected to share with others our international and professional experiences and "to report" on our research activities.

Known as an exacting and demanding teacher, he has enriched many students with his broad view of the communication world. He encouraged them to undertake research, communication education and professional activities throughout the globe, and gave special help to those struggling in the developing world.

Although he first gave attention largely to Eastern and Western Europe and Russia, he offered help wherever needed. He helped found the International Association of Mass Communication Research, and was its first president. He participated in the formation and activities at the International Center for Advanced Studies in Journalism for Latin America (CIESPAL) in Ecuador. He helped the Central American School of Journalism in Guatemala with curriculum problems and urged colleagues to donate books to its library. His monograph on journalism education in Latin America provided the first comprehensive history, inventory and evaluation of such programs.

Lest one think that Nixon devoted his energies solely to the international field, one must remember that he edited the *Journalism Quarterly* for many years and also wrote about problems in the U.S. media, such as concentration of ownership.

Perhaps most importantly, he influenced students and faculty, U.S. and foreign, and they can be found carrying out his work in education and research throughout the world. — *Mary A. Gardner*

CURTIS MacDOUGALL

Curtis MacDougall (1903-1985) was the "Boy Scout-Master" and "Billy Graham" of modern journalism education because he trained journalists to "Be Prepared" with knowledge; and he preached the "Fundamentalism" of basic reporting, which he considered to be the heart of any journalism curriculum. For "Dr. Mac," all journalism was reporting and good research was merely better reporting.

He was a reporter-teacher helping students find facts, uncover frauds, expose hoaxes, and debunk superstition, especially religion, which he considered to be "the greatest obstacle to human progress." As a skeptical, feisty, angry, opinionated "free thinking, atheistic humanist" (his own words), he did not do things to be popular or gain favorable public image. He offended both political Left and Right. He upset Democratic liberals with his Progressive party campaign and later with his support for the right of Nazis to picket in suburban Jewish Skokie, Ill. He irritated conservatives with his views on pornography, foreign policy, civil liberties, race relations, and social welfare. But in the classroom, he taught fact-finding, independent of ideology. Students were awed by his command of information.

A critical, but devoted, patriot, he criticized America and its press, universities and politicians with both fervor and facts. He taught future journalists to know subjects as well as techniques, and he criticized research that was an end in itself ("communicology") and unrelated to the practice and improvement of the press. He feared j-schools would eventually teach more about journalism than how to practice it.

Respectful students will always remember "Dr. Mac" as the man without a mask! — *Gene Burd*

LESLIE G. MOELLER

Farm-to-market roads of Bremer County (Iowa), carefully designed with right angle intersections, surrounded the readership of Les and Dorothy Moeller's twin-weekly newspapers in the 1930s. The management of the *Bremer County Independent* and the *Waverly Democrat*, each with a competing political viewpoint, set the stage for a unique career of journalism leadership, teaching and research for Leslie G. Moeller.

In 1946 Wilbur Schramm brought Moeller to the University of Iowa's School of Journalism as the first head of its Bureau of Media Service. When Schramm left the following year, Moeller was named director of the School where, in 1925, he had received his B.A. in journalism.

He served in that position for two decades and guided the careers of hundreds of journalists and professors. He retired from full-time teaching in 1973 but continued to serve on graduate student committees and lectured widely.

In 1965 Moeller initiated plans for a Mass Communications and Society division for the Association for Education in Journalism and served as head of that division. Later he was chairman of the association's committee on Professional Freedom and Responsibility for nine years, and he lectured around the world on related topics. The MC&S division, which grew to be the largest in the association, honored Moeller at a testimonial dinner and named its annual student research competition for him.

Moeller's lectures on the interrelationships of mass communications and society are, perhaps, most remembered by his students and colleagues. His contribution to seminars and dissertation research topics are foremost in the minds of his graduate students. The fairness and accuracy practiced at the twin weeklies early in his career and polished at the university became the hallmark of his teaching and the legacy of Iowa's journalism alumni.

A sketch of Moeller would be incomplete without comment about his wife's pioneer work in the Newspaper in the Classroom program and her writing and editing with speech pathologist Wendell Johnson. Students and faculty who gathered regularly for registration day parties in Les and Dorothy's home often stayed late to debate issues that blended theory and practice with their unique perspectives. — *James A. Crook*

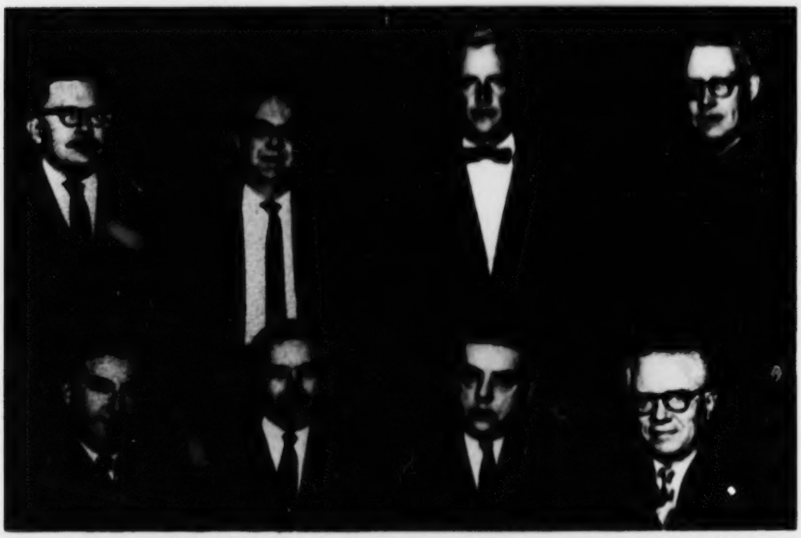
The National Association of Radio and Television Broadcasters became an ACEJ member in 1952 and the Magazine Publishers Association followed in 1957. This gave the media groups seven seats; the educators added a third seat for AEJ.

Research Takes Over: T&M Rump Sessions and Historians

Wayne Danielson, a Stanford graduate student, helped drive a borrowed car to the 1955 AEJ convention in Boulder and slept on the floor of Stanford faculty member Jim Brinton's dormitory room. He and other Ph.D. candidates in communication theory and methods were there to attend a post-convention gathering quickly labeled "the rump session." They met Wilbur Schramm, traveling west from Illinois to his new faculty post at Stanford and, Danielson recalled, were won over instantly when Schramm came in late, apologizing, "Sorry I'm late, I sat up all night with a sick factor analysis."

This was the sort of language the "new breed" of graduate students had seldom heard at AEJ conventions. A group of them had an informal meeting with older members of the Council on Communications Research at Albuquerque in 1954, pointing out that AEJ conventions did not feature the presentation of research papers as did sociology, political science, and other disciplines with which they were familiar.

At a May 1955 meeting of the American Association for Public Opinion Research in Madison, heads of half a dozen Ph.D.-granting schools met at Ralph Nafziger's home and decided to hold the Colorado "rump session," admission by invitation. Stanford's Chick Bush testified in his



Council on Communications Research, meeting in Chicago in 1962. Sitting (left to right): Newell Meyer, *Milwaukee Journal* and NNPA Research Committee; Wayne A. Danielson (Chair), North Carolina; Warren C. Price, Oregon; Arville Schaleben (ex officio), *Milwaukee Journal* and Chair of APME Research Committee. Standing (left to right): Roy E. Carter, Jr., Minnesota; Bruce H. Westley, Wisconsin; James E. Brinton, Stanford; Hillier Krieghbaum, New York University. Absent: Theodore Peterson, Illinois, and Paul Deutschmann, Michigan State. (Photo courtesy of State Historical Society of Wisconsin)

AEJMC Archives oral interview that he developed the program: Charles Osgood and Percy Tannenbaum with a paper associated with their "Measurement of Meaning" and Wilson Taylor with "Cloze Procedure" were Illinois contributions. Bruce Westley and Malcolm MacLean of Wisconsin unveiled the "Westley-MacLean model" for communications research, and were critiqued by Paul Deutschmann, Stanford graduate student who had accompanied Danielson and Brinton. Brinton and Robert L. Jones, Minnesota research division director, also presented papers. All of which was a hard act to follow.

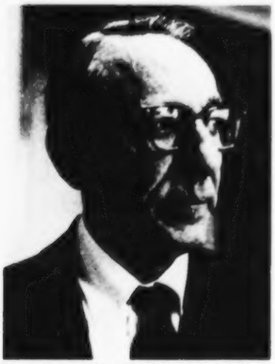
Westley made a major talk in 1955 on the need for social science research techniques in the field of mass communication research, speaking at a symposium on the integration of journalism and the social sciences. Danielson recalled that Westley spoke clearly, loudly, and with great conviction — perhaps feeling the pressure from conventional colleagues who were dubbed "green eyeshades." The "rump sessions" did their job of opening up the convention programs and by 1958 they were integrated into the regular convention program with Roy Carter of North Carolina presiding.

From 1924 to 1954 the chairpersons of the Council on Research had been senior faculty persons (see Appendix). David M. White of Boston, famed for his gatekeeper studies, was chair from 1955-58, followed by Westley in 1959, Deutschmann in 1961, Danielson in 1962, Richard Carter of Washington in 1965, and MacLean in 1966. Deutschmann died from a heart attack in 1963. The Council picture reproduced here shows the predominance of theory and method specialists: Roy Carter, Westley, Brinton, and Danielson. Joining them were science specialist Hillier Krieghbaum and historian Warren Price. Other Council members of the period included researchers Jones and Eugene Webb of Northwestern, and historians Theodore Peterson, William Ames, and Harold Nelson.

Their inclusion in the Council membership paid tribute to the development of a movement among journalism historians similar in motive to that of the social sciences researchers.

Historians Fredrick Siebert and Theodore Peterson of Illinois began issuing a mimeographed sheet named *Coranto* in 1951 and published in its fourth issue Edwin Emery's 1951 AEJ talk on "Correlation of Journalism History with Social, Political, and Economic Trends in America." The paper foreshadowed publication in 1954 of *The Press and America* by Emery and Henry Ladd Smith.

During the 1952 convention at Columbia University a panel on history teaching offered its wares: Sidney Kobre, Florida State; Fred Marbut, Pennsylvania State; John Tebbel, New York University; Frank Luther



CHILTON R. BUSH

When the Elected Standing Committee on Research selected in 1969 the first recipient of its Paul J. Deutschmann Award for Outstanding Research "to a distinguished scholar who over the years has made extraordinary contributions to the field of mass communications research" it turned automatically to Deutschmann's doctoral adviser, Chilton R. Bush of Stanford University.

Bush, in an oral interview for the AEJMC Archives, included himself among earliest leaders in bringing the social sciences into journalism education; the others were his co-adviser for the doctorate at Wisconsin, Willard Bleyer, and two fellow students there, Ralph Nafziger and Ralph Casey. Bush nominated Wilbur Schramm as the pioneer in theory of communication, and Nafziger as the greatest promoter of use of communication theory and research methods in the schools of journalism.

While his own career was interwined with those of the men he mentioned, Bush made his personal contribution by developing a training ground at Stanford for professors with communication theory competence who had entered his graduate school with prior media experience. His doctoral candidates fanned out across the country in the 1950s and 1960s, carrying his message.

Born in Kentucky in 1896, Bush did newspaper work during 1917-23 before winning his B.A. at Madison in 1925. Bleyer made him an instructor; he won an M.A. in 1927, was made an associate professor in 1929, and studied for the Ph.D. in political science and journalism. He sat in Bleyer's Seminar on Public Opinion, offered first in 1922, and met Nafziger and Casey in it. His doctoral dissertation was completed after he left in 1934 to become professor and executive head of the division of journalism at Stanford.

There he began a Seminar in Method, primarily designed, he said, to train his own faculty. He added another on Measurement for training in readership research and wrote a mimeographed text on statistics. He published textbooks with research orientation about reporting of public affairs and editorial writing. Active in AASDJ, he was chairperson of the Council on Research, 1939-42, and president, 1942-44.

But Bush's primary focus was on graduate student training. There were two problems, Bush said: Recruiting good graduate students and finding money to support them. Bush solved both. He raised several hundred thousand dollars for graduate fellowships from private sources, and added support from the Kellogg and Ford Foundations and USIA. For nine post-war years he ran a readership program for newspapers in 11 western states.

Bush recruited through the "old boy network," selecting Roy E. Carter, Jr. as his first Ph.D. candidate at Casey's recommendation. Carter became research division director at Minnesota. Among others of the Stanford-trained group, Wayne Danielson became dean at North Carolina and Texas, James Brinton dean at Colorado, Merrill Samuelson director at Washington, and Steven Chaffee and Phillip Tichenor research heads at Wisconsin and Minnesota. Deutschmann's career was cut off by a 1963 heart attact.

Fiercely loyal to his proteges, Bush worried if they did not win A-level grades in psychology, statistics and sociology. His greatest coup was attracting Wilbur Schramm to Stanford in 1955, to head a new Institute for Communication Research. Retiring from his own directorship in 1961, Bush took on the job of directing the ANPA News Research Center from 1964 until his death in 1973 — steering publishing opportunities to "his boys" from Stanford. One of them recalled that when a graduate student won Chick Bush's confidence, "Chick would pull back a curtain shielding a large section of book shelves, filled with paperback mysteries" — his only non-scholarly diversion. — *Compiled from transcript of oral interview of Bush by David Grey and other interviews.*

Mott, and Emery. At the business meeting Emery moved that the president appoint a committee on journalism history teaching and research to continue the panel's survey work. The motion passed and the committee continued until it was replaced by the History Division in 1965. Kobre contributed substantially to the work of the committee, publishing 11 issues of the *Journal of Journalism History* between 1955 and 1960. Issued in multigraphed form from Florida State, the journal was filled with news of journalism history, research developments, special articles, and bibliographies. One issue was devoted to research by media history students. Other committee members included Emery, Price, Nelson, Ames, Clifford Weigle of Stanford, Calder Pickett of Kansas, and George Hage of Minnesota.

Research sessions were held for the theory and method, advertising, and history areas at Northwestern in 1956. Hage, Ames, Nelson, Joseph Del Porto of Boston, and Jay W. Jensen of Illinois presented major history research papers. The committee's biggest coup, engineered by Nelson, was to present historian Allan Nevins at a general session of the 1959 Eugene convention, speaking on "American Journalism and Its Historical Treatment."

Supporting the movement toward increased emphasis on research

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WILBUR SCHRAMM

Wilbur Schramm has for more than 30 years ranked as the leading interpreter of mass communication theory and research methods, reaching audiences at all levels of academic sophistication through some 22 books and 100 articles and papers.

A gifted writer, Schramm turned out humorous fiction for the *Saturday Evening Post* while he was a young member of the University of Iowa journalism staff, then headed by media historian Frank Luther Mott. From Iowa he joined the University of Illinois Journalism faculty headed by media law authority Fred Siebert. Schramm soon plunged into the newly opened field of communication research and became first director of Illinois' Institute of Communication Research, which had famed Charles Osgood as a member. His 1949 reader, *Mass Communications*, and pioneering 1954 *Process and Effects of Mass Communication* made him an established scholar.

In 1955 Schramm joined forces with still another leading media researcher, Chilton R. Bush of Stanford University, and became professor of international communication and director of Stanford's Institute for Communication Research, which quickly became the center for doctoral study in the field. Schramm also teamed with Daniel Lerner in international communication, editing from East-West Communication Institute seminar proceedings two volumes of basic readings, *Communication and Change in the Developing Countries* (1967) and *Communication and Change in the Last Ten Years — and the Next* (1976). In between times Schramm wrote his highly readable text, *Men, Messages, and Media: A Look at Human Communication* (1973, revised 1981), and co-authored *Responsibility in Mass Communication* with William L. Rivers (1969). In 1973 the AEJMC Committee on Research named him the third recipient of the Paul Deutschmann Award for extraordinary contributions to research.

Continuing to move westward, Schramm left Stanford after 18 years to join the East-West Communication Institute in Hawaii. He held forth there from 1973 to 1975 as director and continued thereafter as a distinguished scholar. One year he was visiting professor, as first holder of a research chair, at the Chinese University of Hong Kong. He then returned to the beaches and palm trees of Honolulu, still turning out provocative scholarly essays with one hand and patient basic explanations of communication principles with the other. — From Agee, Ault, and Emery, *Perspectives on Mass Communications.*

was, of course, AEJ's research journal, *Journalism Quarterly*. Ralph Casey of Minnesota retired as editor at the close of 1944 and was succeeded by Raymond B. Nixon of Emory University, who guided the *Quarterly* for the next two decades. Harold W. Wilson became business manger of it and other AEJ publications. Associate editors included Emery, Westley, and Roy Carter. The *Quarterly* published elaborate indexes to its contents in 1948 and again in 1963.

The *Quarterly* had published 6,870 pages in its first 20 volumes, 1924-43. The number nearly doubled, to 11,416 pages, during Nixon's years of editing volumes 21 to 40, 1944-63. In 1944, there were some 500 subscribers, including 235 AATJ members. By 1964 there were 3,200 subscribers, including 990 AEJ members. The *Quarterly* had gained 755 member subscribers and 1,945 non-members, including libraries and foreign subscribers. Pages per issue jumped from 90 to 160, making production problems at University of Minnesota offices more complex. Ellis Newsome served as assistant editor at the Iowa City publication office.

In the Nixon era, research articles with behavioral science focus joined the older humanistic and social science-oriented content. Annotated bibliographies, book reviews, and an international section were expanded. Nixon sharply increased the international influence of the *Quarterly*, traveling widely in Europe, Latin America, and Asia, and serving several years as president of the European-based International Association for Mass Communication Research.

Other Professional Councils

The National Council on Professional Education for Journalism (later named the ACEJ) was regarded as a newspaper area body when it was begun in 1941. AEJ formed the Council on Radio Journalism in 1946, which added Television to its name in 1952. Councils on Advertising and Public Relations appeared in 1962, and one for Magazines in 1965. Each was composed of journalism educators specializing in the field and representatives of industry organizations.

Active in the broadcast Council were Arthur Barnes of Iowa, Mitchell V. Charnley of Minnesota, Donald E. Brown of Illinois, Baskett Mosse of Northwestern, Harry Heath of Iowa State, Oliver Smith of Brigham Young, Olaf J. Bue of Montana, Richard Yoakum of Indiana, Ben Yablonky of Michigan, Robert Lindsay of Minnesota, Dwight Bentel of San Jose, and Harold Niven of Washington.

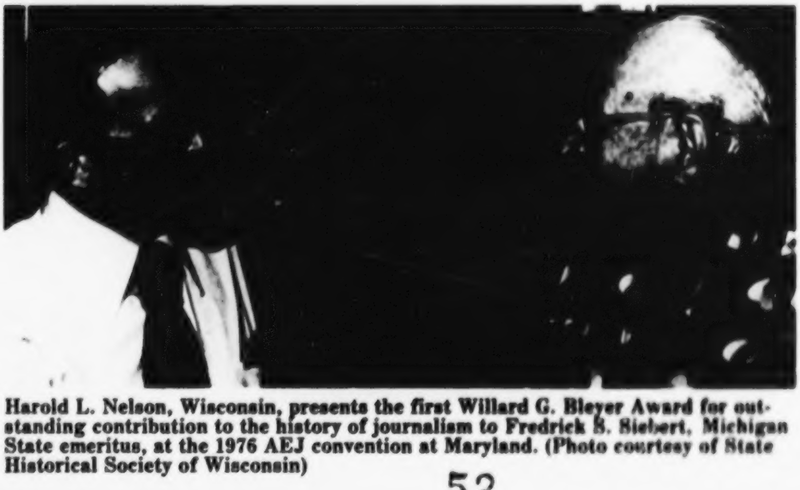
Advertising was led by Thomas F. Barnhart of Minnesota, Charles H. Sandage of Illinois, Charles Allen of Northwestern and Oklahoma, Milton Gross of Missouri, John W. Crawford of Michigan State and Oregon, S. Watson Dunn of Wisconsin, Christopher Burns of Colorado, Roland Hicks of Pennsylvania State, and Vernon Fryburger of Northwestern.

Scott Cutlip of Wisconsin, John Marston of Michigan State, Raymond Simon of Utica, and Alan Scott of Texas were authors of books in public relations. Educators on the Magazine Council in 1965 were Theodore Peterson of Illinois, William Rivers of Stanford, and George Hage of Minnesota.

Such activity foreshadowed the creation of subject area divisions when the AEJ constitution was revised in 1964. The story of that event opens Part III.

FREDRICK S. SIEBERT

What was Fred Siebert like? Well, he loved to talk. As he loved to talk while driving, he sometimes was not the most confidence-inspiring of chauffeurs. But he was an excellent figure skater. He showed approval with a quick laugh, impatience with a curt snort. He was a patient, meticulous scholar who worked twenty years on his *Freedom of the Press in England, 1476-1776*. He had reached retirement age before he discovered for sure the year of his own birth. He was gregarious, and he enjoyed parties. At some, if urged, he would dance a frenetic Charleston. He was private and modest. I had known him for thirty years before I learned the full dimensions of his enchantment with the First Amendment, which had begun with his senior thesis at Wisconsin. Few friends knew that after his retirement from Michigan State, he developed an interest in archeology, took a course in it, puttered at it. He always dressed neatly, but he never managed to conceal his handkerchief, which usually dangled from his right rear trouser pocket like a misplaced white tail. He smoked too much. He would light a cigarette, take three or four puffs, squash it out, light up another. He was sentimental but tried hard not to show it. He did his good deeds quietly. When a marital dispute landed one of his undergraduates in jail, he paid the bail — and never expected to get his money back. Once when the university police ticketed him for parking on campus, he challenged the universiy's authority to issue tickets. When an unknown someone paid his fine, he was irate. But, fearing that his students would be harassed, he dropped the whole matter. He was the worst typist in all Christendom, but his letters were a joy to read. He was wise, witty, kind, charming, considerate, utterly honest. The thirty-four years of our friendship were all too short. — ***Theodore Peterson***



Harold L. Nelson, Wisconsin, presents the first Willard G. Bleyer Award for outstanding contribution to the history of journalism to Fredrick S. Siebert, Michigan State emeritus, at the 1976 AEJ convention at Maryland. (Photo courtesy of State Historical Society of Wisconsin)

PAUL JOHN DEUTSCHMANN

Paul John Deutschmann was an early graduate of the Stanford Mass Communication Research program who helped increase the research emphasis in the Association for Education in Journalism through organizational work and through the quality of his own research.

Paul was born in Portland, Oregon, in 1917. He was a graduate of the class of 1940 of the University of Oregon. He worked at the Eugene (Ore.) *Register-Guard* until he entered the service in 1943. In 1947, he joined the staff of *The Denver Post*, where he eventually became city editor and special writer. In 1950, he returned to the University of Oregon to study for the master's degree, which he earned in 1952. Moving to Stanford, he became one of the first students enrolled in Chilton R. Bush's new graduate program in mass communication research, receiving the Ph.D. in that field in 1956. He then joined the faculty of Michigan State University where he helped establish the College of Communication Arts and bring national attention to its Communication Research Center of which he was director.

In the eighteen months before his death of a heart attack on May 3, 1963, in East Lansing, Michigan, he was on leave of absence to serve as director of the Programa Inter-Americano de Informacion Popular in San Jose, Costa Rica. After his death, his colleagues in AEJ decided to honor him with a collection of papers presented at the 1963 convention (published as *Paul J. Deutschmann Memorial Papers in Mass Communications Research*, Wayne A. Danielson, editor. Cincinnati: Scripps-Howard Research, December 1963.) and, later, by establishing the Paul J. Deutschmann Award in Mass Communication Research, which is granted from time to time by the Research Committee of AEJMC.

Paul is remembered by his friends as one of the brightest and most energetic of the researchers of the '50s and '60s. A tireless worker, he initiated countless projects in this country and abroad. Some of his projects — computerized simulations of information diffusion and attitude change in small communities, for example — were in advance of his time. His categories for classifying news are still used by researchers, and his studies in the diffusion of news remain excellent models for cooperative research in the field.

In AEJ, Paul attended the first "research rump" session in Boulder, Colorado, in 1955. He later helped set up "MURUMP," a Midwestern Universities' Rump group that began having a midwinter meeting to share research ideas and findings, and, incidentally, plan research activities for the summer AEJ conference. The group became influential, and other AEJ groups decided to meet at the same time. Eventually, MURUMP evolved into the now familiar midwinter planning meeting of the AEJMC. Malcolm S. MacLean, Jr., wrote in 1963 that Paul Deutschmann had become a part of our history "through deeds he has done, through things created . . . through choices made that gave some directions to our lives that these lives would not otherwise have had." (Quotation is from Malcolm S. MacLean, Jr., "The Research Career of Paul John Deutschmann," in *Memorial Papers*, see above.) — *Wayne A. Danielson*

Lingering Impressions from Conventions During a Half Century-Plus

By an AEJMC member

AATJ President Kenneth Olson of Northwestern standing beside the seated President Roosevelt to moderate questions during the association's 1935 interview with FDR . . . Lawrence Murphy, Illinois, patiently explaining to a brash newcomer, in the old Washington Willard Hotel, how to move his school from B to A in the mid-30s rating game.

standing on the steps of an Ohio State building (with 73 other AATJ members) for a 1937 photo mistakenly published four decades later in the AEJ Newsletter as a Wisconsin convention.

missing any contact with William Allen White at the Jayhawk Hotel in Topeka, site of the 1938 convention jointly sponsored by Kansas State and University of Kansas . . . hearing Ken Olson report refusal of the Newspaper Guild to credit journalism graduates with some experience.

the challenge that other teachers of feature writing felt when Prentice-Hall promoted Helen Patterson's book by a report that her Wisconsin students sold $3,800 worth of articles in a year.

the reserve, independence, and congenital opposition to monoply characterizing West Virginia's Perley I. Reed, prime mover in the ASJSA, formed by schools not originally in the ACEJ-accredited group.

watching admiring students collect autographs from AATJ President Curtis MacDougall at the January 1947 convention at the University of Kentucky.

second convention in the same year: being impressed by how J. Edward Gerald challenged journalism education critic Robert Hutchins at the December 1947 gathering in Philadelphia . . .the Minnesotan soon emerged as the leader of the younger rank-and-file faculty.

efforts in 1947 to obtain the "secret" book list used by ACEJ visiting teams . . . and a proposal that schools combine to list all works by and about journalists: "Huh, I'd like to see them do that," whispered Frank Mott, "Franklin had four hundred."

the first family convention at the University of Colorado in 1948: AATJ President Roland Wolseley's mountain-top appointment of the Merger Committee . . . a cookout and western music on Flagstaff Mountain, 2000 feet above the jewel-box lights of Boulder below . . . a convention so popular that the association went back in two later years, a trend perhaps halted when beer foamed so slowly out of kegs at a high-altitude party.

the mountain-climbing exploits of host Gayle Waldrop, Colorado.

in 1949 at the University of Minnesota: the report of the Merger Committee on a survey of AASDJ and ASJSA schools showing most in favor of union . . . togetherness triumphed, especially at Publisher Ridder's evening buffet, served in a tent on the lawn, where Charles Allen led spirited singing.

the 1952 New York convention where *Time*'s lavish reception soothed teachers who were indignant about the magazine's play of a survey with negative comments on journalism programs . . . the branching subway between Columbia University and Harlem was a hazard to out-of-towners: one AEJ member who took the Lenox Avenue line and found himself in Harlem at 3 a.m. made a fast turn-around when a couple lounging there greeted him with "Hi, sport!"

Earl English's tale of riding a horse or mule to reach remote schools in the early days of ACEJ accrediting visits.

how impressed we were in the days of $5 dues when hard-working Elmer Beth revealed the interest AATJ funds had earned by his prudent deposits in Lawrence, Kansas, savings institutions . . . the informality of his financial records that, nevertheless, auditing committees always found correct to the penny during his two decades as secretary-treasurer . . .

his bumper posters for friendly contacts during a westward trek: "We're on our way to AEJ."

the light but touching encomium Texan DeWitt Reddick presented after Elmer Beth's death in 1970, an example of the thoughtfulness among those gentle qualities that moved some AEJ members to call him Saint DeWitt.

the generosity of Ralph Lashbrook, Kansas State, in sharing his Cadillac at conventions.

memorable cuisines: 1954 host Keen Rafferty offering *hot* Mexican food in Old Town Albuquerque and a picnic with chunks of barbecued beef to carry into the sagebrush . . . Fred Zwahlen's painstakingly staked-out salmon roasting at the 1983 Oregon State conclave . . . gourmet banquets staged by the 1975 Canadian hosts in Ottawa . . . the New England feast of steamed corn, clams and lobster in 1980 at Boston, followed by vigorous dancing on the patio.

the moving of journalism programs around the country out of attics and basements after World War II.

the late-hours energy of I.W. (Bill) Cole and Walter Wilcox when they steered ACEJ visiting teams to institutions around the country.

the ferment stirred by North Carolina Dean Neil Luxon's vigorous efforts to limit the number of journalism programs and to require standards comparable to those for colleges of medicine.

touching irony at Chapel Hill in 1962 when Frank Mott reluctantly resigned his Kappa Tau Alpha office to gain more time to finish another volume in his magazine history — at the same time he was autographing his autobiographical *Time Enough*, where he argued that a lifetime is long enough for whatever a person most wants to do.

the surprise expressed by a nominating committee when the number of votes for a candidate matched the number of ASJSA members.

the unabashed bids for membership on the Steering Committee that followed reports of the dinner hosted in the mid-60s by Randolph Hearst at the Forum of the Twelve Caesars in Rockefeller Center.

the Telegraph Avenue sidewalk, polished by bare feet, where AEJ members picked their way among dogs, guitars, and reclining figures to get to the 1969 Berkeley convention sessions.

in 1970 at American University the ringing call of AEJ President William Ames for a new focus on societal needs apart from needs of the industry.

the alertness of South Carolina's Albert T. Scroggins in recruiting faculty, providing a home for media organizations, and coping with New York City prices.

Hillier Krieghbaum's expediting his opening AEJ 1972 session by handing out, rather than reading, the traditional presidential address (a survey showing the communications gap between professors and professionals).

the sharp contrast between the superior facilities of the new Weimer Hall at the University of Florida in 1984 and the earlier quarters where students joked that they needed roller skates to travel between classrooms and offices encircling the stadium.

tracing the Mississippi River's main course within five city blocks on Mud Island after a picnic during the 1985 Memphis State convention.

Oklahoma in 1986 where a cup was a $20 ticket to the picnic and where the supervisor's largess to his workers at the Cowboy Hall of Fame skewed statistics on professorial refreshment capacity. — *Willis C. Tucker, Tennessee Emeritus*

PART III

THE MATURING YEARS: AEJMC, ASJMC (1964-87)

Occasionally in the history of AEJMC and its predecessors, there have been actions taken in moments of clear consensus, spurred by a motivated individual. One was the agreement to create a Council on Research in 1924, culminating an unrelenting campaign by Willard Bleyer to widen the horizons of the associations. Another was the coalescing of opinion favoring professional accrediting for journalism education, brought to fruition in 1939 by Kenneth E. Olson, and producing the American Council on Education for Journalism. A decade later, the dedicated and meticulous efforts of J. Edward Gerald brought passage of the basic documents creating the Association for Education in Journalism.

But none of these quite represented as methodically calculated an effort to shape a philosophical argument which would carry the day unscathed, as did Harold L. Nelson's success at the 1964 convention as chairman of the Committee to Rewrite the Constitution and Bylaws of AEJ.

There had been *ad hoc* committees on reorganization of AEJ appointed since 1960. Past president Charles T. Duncan of Oregon headed an *ad hoc* committee on Councils and Committees charged to report to the 1963 convention at Nebraska. Members were Marvin Alisky, Arizona State; Mitchell Charnley, Minnesota; I.W. Cole, Northwestern; C. Joe Holland, Oklahoma; Charles Sandage, Illinois; Guy Stewart, West Virginia; and Bruce Westley, Wisconsin. The committee produced what was called "the green sheet," mailed to all members for their reactions. Duncan then submitted a revised report to the convention known as the Enabling Act.

As approved by the convention, the Enabling Act established a committee to report to the 1964 convention for action, and recommended to it that the reorganized AEJ consist of its individual members and several special-interest groups, or divisions (eliminating ASJSA and AASDJ). The heads of the special-interest groups would sit on the Executive Committee along with the president, vice-president, treasurer, and an appointed Executive Secretary (non-voting). Each special-interest group would plan its portion of the convention program.

Nelson was appointed chairperson of the Committee to Rewrite the Constitution by AEJ President William Porter of Michigan. James W. Schwartz, a recognized authority on accreditation from Iowa State, became Nelson's chief lieutenant in the yearlong effort. Other members were Duncan, Richard Carter of Washington, and Hillier Krieghbaum of New York University. J. Edward Gerald, architect of the 1949 constitution, served as consultant. The committee had two one-day sessions in December and February, and exchanged a blizzard of memoranda including precisely-worded, argumentative position papers from Nelson.

The plan to have heads of special-interest divisions sit on the Executive Committee was soon deemed impracticable. Instead they were organized into an Advisory Board which would make recommendations to the Executive Committee. That policy-making group's members would be the president, vice-president, past president, presidents of AASDJ and ASJSA, and the chairpersons of three Elected Standing Committees on Research, Teaching Standards, and Professional Freedom and Responsibility. The Executive Secretary and Treasurer would be non-voting.

Carter wrote a new draft of the constitution and bylaws after the February meeting, and copies were distributed to the membership. The committee also offered an alternative proposal calling for disbanding AASDJ and ASJSA; it was voted down as Nelson expected. But a sticking point remained: how much power would the special-interest divisions have if they were not represented on the policy-making Executive Committee?

During a recess, a small group of members argued the point in the warm Texas sun. Charles Sandage of Illinois said advertising specialists were dubious about supporting Nelson's proposal and might leave the AEJ. He complained that the Advisory Board would not elect an advertising person to the Executive Committee. Much alarmed, Theodore Peterson of Illinois and Edwin Emery of Minnesota promised Sandage one would be named the first year (Emery as newly-elected editor of the *Quarterly* was to sit on the Advisory Board). Sandage returned to the meeting room, moved that the Advisory Board be empowered to elect two members of the Executive Committee. Peterson seconded, and the motion passed. Nelson commented later that this was the only substantive amendment to the committee's plan. The amendment also gave the Advisory Committee consultative power on convention program planning. Its passage brought about the moment of consensus Nelson had sought, and the final vote to adopt was 91 to 14. The Advisory Board in its first balloting named advertising specialist John W. Crawford of Michigan State to the Executive Committee (along with Emery). Nelson and Schwartz dispensed many constitutional interpretations during the convention and afterwards as the AEJ reorganized in 1965.

Nelson used the inclusion on the Executive Committee of the chairs of the three Elected Standing Committees as a means of strengthening the philosophical goals of the AEJ. After his Wisconsin colleague Ralph Nafziger became Executive Secretary, Nelson said the two "stretched the constitution" to give the standing committees review power over the performance of the divisions. Soon these reviews were very seriously regarded by the divisions, which sought to incorporate activities advancing teaching, research, and service into their programs. Nafziger's creation of the "calendar of the executive secretary" proved another means of riding herd on the organization. The ultimate threat to a special-interest division was the power of the Executive Committee to dissolve it as an undesirable unit. Nelson became AEJ president in 1967, Schwartz in 1969, and Krieghbaum in 1972, testifying to the stature of their committee.

Creation of the Advisory Board brought one result perhaps unanticipated. The custom grew of holding midwinter meetings to set the times for divisional sessions. As the number of divisions increased, and convention programs became more crowded, the midwinter meetings became intense bargaining sessions. Division chairpersons and their program planners attended; so did members of the Executive Committee holding their own midwinter session. The three Elected Standing Committees also scheduled meetings. The Executive Committee set general policies protecting convention-wide plenary session times, but by the 1980s was receiving from the Advisory Board chair a virtually complete convention program.

There was one more example of Nelson's creative planning. As chairman of the AASDJ's Committee on Goals and Priorities during 1972-73, Nelson rewrote much of the group's constitution. This enabled him to specify the function of funding proposals for research in journalism education — something he had planned to propose for five years. The AASDJ's Committee on Research in Education for Journalism and Mass Communication helped finance various undertakings, including a $1,000 annual grant for five years to the newly-founded research journal, *Journalism History*.

HAROLD L. NELSON

One day in the fall of 1978, I was sitting in Bud Nelson's office at the University of Wisconsin talking about a chapter that he and I were writing for *Research Methods in Mass Communication*. He asked me if I had read a certain article on journalism historiography in a recent issue of *Clio*, the newsletter of the AEJ History Division. I said "no," and added that I would take a look at it in the library. I shouldn't have said "in the library."

"Don't you get *CLIO?*" he asked. "Aren't you a member of the History Division?"

"Well, uh . . . you see," I explained.

"Why not?" he said. "It only costs a few dollars more."

"Well, uh . . . well," I pointed out.

"Wait a minute," he said, slowly, looking at me in growing disbelief. "Aren't you a member of AEJ at all?"

"Uh, well, . . . I, uh," I elaborated.

"This is a disgrace!" he exclaimed, rising to his feet.

The problems of journalism historiography now forgotten, he guided me out into the hallway and down to the main office, where the AEJ membership forms were kept. And he signed me up.

There are many good things about Bud Nelson. Forcing unwilling graduate students to join AEJ probably isn't one of them. But, somehow, the memory of even this episode is a sweet one for me. (And it certainly suggests something about the man's devotion to the Association for Education in Journalism.) I can still see him rising out of his chair in astonishment to think that a fifth-year graduate student was not a member of AEJ. I can still hear his voice. "This is a disgrace.!"

So I joined. I guess that as far as I am concerned, if Bud Nelson thinks it's a disgrace not to be a member of AEJ, it's a disgrace. And thanks to his guidance at this critical turning point in my professional life, I have never again had to look at *CLIO* in a library. — *David Paul Nord*

HIGH POINTS OF HAROLD L. NELSON'S CAREER

Recipient of Paul J. Deutschmann Award for Outstanding Research from Elected Standing Committee on Research, AEJ, 1981
President, AEJ, 1966-67; President, AASDJ, 1973-74
Director, University of Wisconsin School of Journalism, 1966-75; member faculty, 1955-81; emeritus, 1981 — .
Chairperson, Committee to Rewrite the Constitution and Bylaws of AEJ, 1964-65
Chairperson, Committee on Goals and Priorities of AASDJ (rewriting constitution to provide function of funding for research), 1972-73
Chairperson, Committee on AEJ Executive Secretary, 1966-67
Member, ACEJ, 1973-75
Chairperson, AEJ Committee on History, 1963-64
Author, *Libel in News of Congressional Investigative Committees*; co-author, *Law of Mass Communications*, 5 editions; editor, *Freedom of the Press from Hamilton to the Warren Court.*
Journalism Quarterly bibliography editor, 1956-60, advisory board, 1952-72. *Journalism History* editorial board, 1974 — .
Distinguished Professor of Journalism, South Carolina, 1976
Distinguished Service Award, Regents of the University of Minnesota, 1973
Ph.D. in Mass Communication, Minnesota, 1956
Staff, United Press, 1947-50; teaching at Minnesota, Texas Tech, Iowa, California at Berkeley, 1950-55

HILLIER KRIEGHBAUM

Hillier Krieghbaum, called Hillier by nearly everyone in AEJMC, first attended a journalism teachers' convention in 1940. He has been at most of them since, particularly after he joined the New York University faculty in 1948. Ageless, energetic, enthusiastic, eternally curious, Hillier adds zest to each convention. He also adds ideas.

After winning an A.B. in journalism at Wisconsin, Hillier joined the United Press and became a specialist in science writing in Washington. An M.S. in journalism at Northwestern led to teaching at Kansas State, a commander's rank in the USNR, teaching at Oregon, and public relations for the World Health Organization. In 1948 he settled down in New York University's journalism department at Washington Square, serving as chairman from 1957-63.

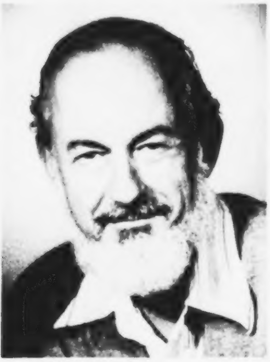
This made him a member of the American Society of Journalism School Administrators, whom he served as president in 1961-62. He was a member of the AEJ Council on Communications Research during its active period of 1958-66 and was chairman of the three-person publications committee. His interest in science, demonstrated by his book *Science, the News and the Public* in 1958, blossomed during the 1960s. Hillier was secretary-treasurer of the Council for the Advancement of Science Writing and active with the National Association of Science Writers and the National Science Foundation. During the 1960s, he directed three two-week long seminars for science writers funded by NSF at NYU's Gould House.

Personal tragedy has been a part of Hillier Krieghbaum's story. He met Katherine Lancaster, a Smith College graduate who had worked for the *Washington Times-Herald*, and married her in 1945. They bought a home in Mamaroneck, where Hillier still lives. Their daughter, Katherine Jr., was called "Kay-K." Hillier taught at Washington Square, Kay wrote, and all went well until Kay died of a brain tumor in 1959. Hillier and Kay's mother steered Kay-K through prep school and Northwestern, where she specialized in photography. In August 1969 Hillier was in Norway when a phone call brought the news that Kay-K had been killed by a hit-and-run driver at a New York summer resort. Hillier wrote John Adam's line from *1776* in his diary, "Is anybody there? Does anybody care?," and flew home. Numb with grief, he appeared at the 1969 AEJ convention in Berkeley and helped arouse support for AEJ aid to minority students.

There he found many people cared. He threw himself into his work with Lionel Barrow to raise funds for minorities' scholarships and became president of the Journalism Council, Inc. He was elected AEJ president for 1972, and breaking with tradition, gave his program time to the women's movement while he distributed copies of his depth report on journalism schools' relationships with local media. With Barrow, he helped found the AEJ-NYU summer internship program for minorities.

Hillier became an emeritus at NYU in 1972, taught stints at Manhattanville College and Temple, and added to his 11 books. Two were *Pressures on the Press* and a 1982 personal account, *Some Things Remembered*, which includes some of Kay's writings and Kay-K's poetry and photographs.

The "Under 40 Award" Hillier established in 1981 identifies him with youth. So do his jaunts — Greece and Turkey in 1983, China in 1985, London's theaters in 1987. Not to mention Gainesville, Memphis, Oklahoma City, San Antonio. — *Edwin Emery*



RICHARD F. CARTER

It was the fall of 1965. I was sitting in a session of the Proseminar in Mass Communication at the University of Wisconsin — my first course in the Ph.D. program there. I wasn't sure why I was there, except that I knew I would be in Vietnam if I weren't. In front of me a guest lecturer, a tall gangly man called Dr. Carter was diagramming saliences and pertinences on the board. Carter was new that year, having just arrived from Stanford, although he had earned all three of his degrees at Wisconsin.

No one in the class knew what saliences and pertinences were. Most students gave up trying to understand. I was determined to understand what Carter was talking about, however. Strangely enough, I have never *really* understood Dick Carter's theories. Yet, trying to understand them has generated ideas of my own that never would have been there without Dick's stimulation.

Later, I took a theory-building and a research-design seminar from Dick, in which I developed my dissertation ideas on communication and economic decision making of Colombian farmers. I never asked Dick to be on my dissertation committee. I was afraid to do that. I think it was a good dissertation; I credit Dick Carter with making it that way although he worked with me only during the inception stage. He never told me what to do. That was Dick's strength. He could make you see what was wrong without saying it himself. He could stimulate an idea, without telling the student what the idea should be.

Dick was at Wisconsin for only two years. He has been at the University of Washington since 1967. But I am always grateful that we spent the same two years at Wisconsin. As the years have passed, I keep sending my work to Dick for comment. Each time, I get an incisive paragraph back that stimulates my thinking for new research that lasts two years or more.

But I never quite get things right. Four years ago at the AEJMC conference in Corvallis, I proudly showed him the passage in my public relations textbook in which I had translated his behavioral molecule into what I considered plain English. "Humpf," he snorted, "if that's the way you understand it and that's useful to you, that's fine!" Finally, I realized that I would never master Carter's ideas. I didn't care, though, because I realized that because of Carter I could produce ideas of my own. — *James E. Grunig*

An Executive Secretary and Central Office

One of the results of the reorganization of AEJ was the departure from office of Elmer W. Beth, secretary-treasurer since 1947. Beth was an "institution" whose lenghty convention reports and detailed minutes printed in the *Quarterly* were interesting mainly to inveterate convention-goers. They waited for lines like these from his final report in 1966:

> Last year, for the second consecutive year, our expenditures were larger than our income. At the end of 1965, we had a bank balance of $910.83, but $661 was owing to *Journalism Quarterly* for 1966 dues collected in 1965 and a net total of $795 was on deposit in the division accounts; therefore, the net loss for 1965 was $545.17. The Association had a balance of $14,986.09 in the Lawrence Building and Loan Association of Lawrence, Kansas, including a total of $3,242.78 interest earned.
>
> This investment has been slowly built up during 15 years, mainly by our being careful to keep costs as low as possible. We have not added a dollar to the investment for several years . . .

Beth continued to paint a gloomy account of the AEJ's future under the new regime. The Executive Committee had elected Ralph Nafziger as the first halftime Executive Secretary, but renominated Beth as treasurer. Beth declined, and Harold Wilson of Minnesota replaced him. The AASDJ retained Beth as its secretary-treasurer, and he also operated the AEJ Placement Bureau which he had founded, until his death in 1970.

Elmer P. Beth (left), Kansas, AATJ/AEJ Secretary-Treasurer, 1948-66; Quintus C. Wilson (top right), AEJ Executive Secretary, 1973-80; and Harold W. Wilson (bottom right), Minnesota, AEJ Treasurer, 1967-82.

Nafziger devoted his full energies to his post as Executive Secretary, helping to "institutionalize" the procedures of AEJ. He also brought his scholarly mind to bear on AEJ planning. When failing health forced him to resign in 1973, Quintus C. Wilson of Northern Illinois University was elected on the same parttime basis. Wilson, retired head of journalism at Utah and Northern Illinois, served as conscientiously as did Nafziger. Quintus Wilson's headquarters were in DeKalb; those of the treasurer, Harold Wilson, were in Minneapolis. "The Two Wilsons" were familiar figures at AEJ sessions, handling increased duties with skill as membership and activities expanded. Harold Wilson was also AEJ publications manager for what were by then four journals. Both remained active advisers to their successors after 1980.

The problem of financing a fullscale Central Office, combining these activities, plagued the Executive Committee, despite a 1966 doubling of dues to $25. AEJ President Kenneth DeVol of California State, Northridge, was particularly active in seeking a solution, hoping to move the Central Office to Los Angeles. At the last moment, the plan failed, and Susanne Shaw of Kansas volunteered to run the AEJ offices during 1980-81. Dean Albert T. Scroggins of South Carolina then offered to house the AEJ, and competitive interviewing resulted in the naming of Leonard Lanfranco as AEJ's first executive director, in 1981. Lanfranco organized a sizable staff, taking over all the financial and secretarial duties, management of the publications, and the placement service. When Lanfranco resigned in 1985 to join the Oregon Newspaper Publishers Association, his assistant, Jennifer McGill, became acting executive director. A year later she was elected to the office. Lanfranco promised to help host the 1988 AEJMC convention in Portland.

WILLIAM E. AMES

Irascible, infuriating, exasperating, iconoclastic! And the flip side: sensitive, enthusiastic, witty and infectious. Bill Ames. When I once told him that he was the biggest sexist I had ever met, he retorted that he treated everyone that way.

Writer Norman Maclean wrote that "it is those we live with and love and should know who elude us." For those of us who have been intellectually shaped by him, for those who have known him a long time, much of Bill Ames still eludes us. Yet, his impact is profound. Dedicated to an open and honest inquiry, he is skeptical about "truths," wanting instead historical context and revision. He had us make strong linkages with other fields and challenged us with the diverse writings of Dewey, Parrington, Sorokin, Marx to Freud to examine the media's role in a democracy.

Bill Ames is the critic at his best, valuing substance and disdaining superficiality. He can use his marvelous capacity for indignation and colorful invective. When the Librarian of Congress Daniel Boorstin gave a redundant address for the 1987 AEJMC convention in Seattle, Bill publicly thanked him, but said, "perhaps, we can hear from you sometime in the future when you have something new to say."

As a public scholar, Bill is an exemplar of something new to say. For that he has received national recognition: the Kappa Alpha Theta Award for Research in Journalism, Kappa Tau Alpha's Frank Luther Mott Award, the AEJMC History Division's Willard Bleyer Award and the Iowa State University Distinguished Service to Journalism Award. His work represents solid scholarship with over a score of refereed articles and three books including the prize-winning *A History of the National Intelligencer*.

As an outspoken leader and several times director of the University of Washington School of Communications, Bill is constantly impatient with inconsistencies. The UW faculty disagreements, called by one of its own "creative anarchy," are no secret nationally as I learned at my first AEJMC meeting in 1976. In noticing my graduate student affiliation, Hillier Krieghbaum asked, "Does the school out here still sell tickets to the faculty meetings?"

Bill holds a tremendous belief in the potential scholarship in this field of mass communications. He has made a difference. When he was president of AEJ, he fought for a national rise in standards through excellence and insight. And, it has been happening. In his 1970 presidential address, Bill asked for a change in focus from industry's needs to societal needs. Scholars are still asking for that despite regional and national upheavals.

Bill's actions, unpredictable or otherwise, teach us all to have no fear, to take a stand and defend it, whether for academic freedom or excellence or personal beliefs. It works; it's his legacy. – *Betty Houchin Winfield*

THE COMMITTEE ON THE STATUS OF WOMEN OF AEJMC

(By a woman who herself became head of the Advisory Board and an Executive Committee member, Barbara Straus Reed)

Change and progress characterize the role of women in journalism education. Women were not noticed or active in AEJ. In 1969, at the Berkeley convention, about eight women delegates could be seen at the whole convention. One woman, the only one present at the Magazine Division's business meeting, was nominated to be its secretary, and when she declined, several men demanded to know why. It took another man to explain the stereotyping.

The genesis of the Committee on the Status of Women was in 1972 at the AEJ convention in Carbondale, Illinois. Carol Oukrop, Kansas State, presented a report titled "(More Than You Ever Wanted to Know) About Women in Journalism Education," co-authored by Ramona Rush and Sandra Ernst, Kansas, before the Minorities and Communication Division. They found that women held few major responsibilities for program participation and planning in AEJ, and most women achieved visibility as paper presenters rather than as panel members or moderators of plenary, teaching, or research sessions. Moreover, no women served on any standing committee, board, or council, such as the Advisory Board or the Accrediting Council.

The three authors recommended that studies be undertaken to assess the extent of sex discrimination in journalism institutions of higher education. They also recommended that the association create a Committee on the Status of Women in Journalism to express concern about issues in both professional and educational journalism. Neale Copple, AEJ president, established an *ad hoc* committee.

Ramona Rush, who usually "partied with the good old boys," drew stares when she walked into a room at the convention, filled with male party-goers. Their dead silence cried the unspoken thought, "Well, there she is, Miss Women's Libber." The men stared, making Rush feel uncomfortable with the knowledge she was no longer one of the "good old boys."

The following year, 1973, at the Fort Collins convention, committee members presented research papers at a plenary session: Paul Jess, Michigan, reported that women tended to be ranked lower, promoted more slowly, and paid less than their male colleagues. Indeed, the median salary for women for all ranks was lower than the median for males. Women were found to be somewhat older, to have slightly less media experience, were somewhat less likely to have earned a doctorate. They comprised 8.6 percent of faculty members of 52 schools and departments answering Jess' survey.

Committee co-chairwomen Wilma Crumley, Nebraska, and Joye Patterson, Missouri, found that women journalism faculty members were generally enthusiastic about their work, but were concerned that qualified individuals be hired for positions they sought rather than be hired simply to satisfy obvious pressures. Most perceived an absence of women in administration and recognized that cultural conditioning shaped to some degree the roles others expected of them and the way they saw themselves.

Ramona Rush did a literature review going back to the early 1930s and found a scarcity of articles dealing with women in journalism education. She noted the difficulty of merely identifying women in the potential pool of journalism education. She suggested a central source be established about the status of women in journalism. In another paper Rush also looked at sexism in journalism texts and found women omitted, demeaned, patronized, or stereotyped.

Local newspapers reported the research results, and women in AEJ finally were awakened. Marion Marzolf, Michigan, and MaryAnn Yodelis, Wisconsin, placed hand-printed signs on walls in the main dormitory announcing an evening meeting for women delegates. Of the 54 women registered at the convention, more than half attended to talk about what they wanted AEJ to do. Throughout the meeting many male delegates found cause to walk through the room where the meeting was taking place, perhaps wondering if the women were forging a revolution. Some women were concerned they would be observed by their male

MARY GARDNER

Students at the University of Texas in Austin the fall of 1961 talked about a demanding teacher: Dr. Gardner, an ex-marine. What a surprise to meet Mary Gardner, a 5'3" slender woman with black curls and smiling eyes. She became a good friend that year, and although I went back into the business world, Mary did not lose touch. Keeping up with people is a special quality that has endeared her to the students who do survive the rigor of her courses and are grateful for that attention and caring. When I went back into teaching, Mary recruited me for a seminar she was holding in Mexico for AEJ's International Division. She's good at mentoring too, as many others can testify, men and women.

It was an AEJ mid-year meeting when two of Mary's other friends, Jean Ward and Marion Marzolf, asked to talk with me about the lack of female representation in AEJ. We decided to select a woman with impeccable credentials to be the first female candidate for president. When I told Mary she was our choice, she was surprised, but agreed to be a "guinea pig." I told her we expected to win. We knew this initial effort had to be a campaign." The first step was to recruit enlightened men who could help us and the handful of other women then in AEJ. Mary worked to increase the visibility of women in AEJ. The rest is history. — *Doug Newsom* colleagues and superiors. One woman was warned by a senior member of her faculty at a midwestern university to be careful: She could ruin her reputation by attending such a meeting; after all, her career was at stake! The women decided the *ad hoc* committee needed to be continued, and Copple so recommended.

At that convention, Carolyn Stewart Dyer, found the bathrooms for women each with a brass plate marked "Powder Room," while bathrooms for men were so noted by "Men" on the brass plate. She made signs saying "Women" and placed them around. The university responded by making the appropriate changes!

AEJ president for 1973-74, Bruce Westley, Kentucky, wrote to Committee Chairwoman MaryAnn Yodelis, "As to your charge, such an array of talent and activism needs little advice from me. Last year's committee found the facts. This year's committee only has to produce the action that will right one of history's greatest wrongs. Sic-em!"

At the 1974 convention in San Diego, Westley relinquished his time for a presidential speech for paper presentations from the women's committee. Committee Chairwoman Yodelis and Marion Marzolf, Michigan, vice chairwoman, conducted research on the status of women in graduate education. They found a funnel effect, from enrollment in baccalaureate programs to doctoral programs. In addition to fewer women on the graduate level, few teachers — and even fewer administrators — were women. Matilda Butler-Paisley and Suzanne Pingree, Stanford, reported on media sex stereotyping; Patricia Ellen McCall, Wisconsin, presented findings on the status of newspaper women in Wisconsin, and Susan Miller, Stanford, described the content of news photos and the changing news coverage of women, calling for a redefinition of the concept of newsworthiness.

Women in Communications, Inc. hosted its first reception for women educators and professionals at the San Diego convention. Also, in 1974, AEJ members included 215 women, 14 percent of the total membership.

The committee sponsored a women journalism educators' breakfast, co-sponsored a plenary session, and held an evening committee meeting. They became better acquainted with each other, talked about the kinds of problems women ran into; what males had said to them. They decided to "infiltrate" the divisions, become nominated for office, deposit personal papers in the State Historical Society of Wisconsin's Mass Communication Archive, and encourage oral histories of women educators. "Some women were scared to death about the breakfast. The activity might be misinterpreted," said MaryAnn Yodelis.

Being put on the program also made many uncomfortable. Thus, during the 1970s, two or three sessions took place, not on the agenda officially, where wine and cheese were served, and where women, who had attended the business meeting and were told to stay late, gathered. "The men would go to parties; the women felt left out. They had their own party," said one former committee chairwoman.

They also decided to recommend a change in name-tag identification: At that time, women educators were misidentified, for they sported the same color name tags as spouses. Changing the name tags to reflect delegate status — male or female — helped the women to be visible as educators and find each other. One woman, for example, sat down to lunch with some male educators. Asked what her husband did, she replied he was an architect. The men seemed incredulous; responded one, "Oh! You're an educator?" MaryAnn Yodelis wrote in her recommendation, "This [making delegate name tags of one color] should save the women members the embarrassment of being asked several times a day (as some complained to us last year), where their husbands taught or why weren't they out shopping with the rest of the wives." The corrective action was taken by the next year's convention host.

Marion Marzolf and Walter Ward, Oklahoma State, produced the results of a survey, a directory of women and minority men in academic journalism and mass communication. Under Butler-Paisley, followed by Barbara Straus Reed, Cal State, Los Angeles, Edna Einsiedel, Syracuse, and Sharon Murphy, Southern Illinois, the committee computerized an expanded directory, which became of special interest to search committees and others looking for new faculty members.

ELEANOR BLUM

Eleanor Blum, the first recipient of the Eleanor Blum Award for distinguished service to research, presented in 1980 at the AEJMC Boston convention by the Research Committee, is internationally recognized as an outstanding bibliographer of mass communication literature published in the English language. Through her work to develop the Communications Library's collection at the University of Illinois, Urbana, and the continuous flow of her bibliographic publications, she has encouraged and promoted mass communication research.

Her reputation as an authority on the bibliography of mass communication was made during her tenure as head of the Communications Library at Illinois (1952-78). In 1952 Blum found an excellent library collection in place. She continued to develop the book and journal collection which was recognized as premier in the United States with the reproduction of the library's card catalog in three volumes, *Catalog of the Communications Library, University of Illinois, Urbana* (1975). This massive publication serves as a major cumulated bibliography of the field.

Born and raised in Meridian, Miss., Eleanor Blum has carried the traces of her Southern heritage, at an appropriately deliberate pace, through a lifetime rich with professional accomplishments. The Southern traces are evident in her voice, her gracious manner, and her taste for the Mississippi River delta cuisine.

Publication of her bibliographic work began with her annotated compilations, "Other Books and Pamphlets in Journalistic Subjects," a quarterly feature in *Journalism Quarterly*, running for 25 years, from 1953-78. Through this conduit and her consulting work, Blum has systematically influenced the reading and research interest of scholars and the development of the mass communication collections of university libraries.

Two years after retiring from the University of Illinois, Blum published the second edition of her *Basic Books in the Mass Media* (1980), which serves, as did the first edition (1973), as the standard booklist for library collections and the best general guide to the literature. She continues to select and annotate the literature, and publication of the third edition of her bibliography is expected in 1988.

During her 45 years of involvement with university and community life in Urbana, Eleanor Blum has developed a robust network of friends, stateside and abroad, who enjoy her interest and support and who remember her parties, described by James Carey, Dean of the University of Illinois College of Communications, as soirees for graduate students, faculty, visiting scholars and community activists where Eleanor presides as the gracious Southern lady. – *Frances Goins Wilhoit*

At Ottawa in 1975, the committee had its first official meeting time on the program, through the efforts of Joe Scanlon, Carleton. It co-sponsored programs on women in Canadian and American journalism and on women educators. Research presented dealt with women journalists in Canadian daily newspapers as well as broadcasting, women educators in part-time faculty positions, careers viewed by journalism and home economics graduates, and women at community colleges.

Women also gathered to discuss areas of concern and research possibilities and to exchange syllabi for courses on women and the media. The committee launched a newsletter and promoted active participation of women in division and committee work. Some division heads expressed interest in soliciting research papers on the role, images, and stereotyping of women in the media, sexism in the language, and so on. In 1975, the committee recommended the "ad hoc" be dropped from the title. Chairwoman Marzolf recommended that salary surveys be conducted at regular, three-year intervals. A list of women recommended for elective posts was solicited and circulated. The women began to conquer the hurdles.

In 1975, the first woman was elected to the Executive Committee when MaryAnn Yodelis became chair of the Elected Standing Committee on Professional Freedom & Responsibility. She served three terms. At the 1976 convention in College Park, Maryland, the committee co-sponsored programs on women in media management and media stereotypes. It sponsored a resolution (passed) that the membership reaffirm its commitment to minorities and women in journalism education, although it required no specific action be taken. It received annual appointed committee status.

In Madison, in 1977, the committee co-sponsored two sessions and made the initial moves to establish a permanent newsletter. It celebrated the election of AEJ's first woman president-elect, Mary Gardner, Michigan State, and of Catherine Covert, Syracuse, to chair the Elected Standing Committee on Teaching Standards, another first. The committee also requested the inclusion of women on accrediting teams, and prepared a brochure about the committee's activities.

CATHERINE L. COVERT

She was brilliant.

Intellectually, of course. Talking with her about virtually any subject — journalism, art, philosophy, sports, literature, politics — was an adventure into new information and ideas. She read voluminously, thought vigorously, reasoned inventively, expressed herself elegantly.

But, more important, she was emotionally brilliant. She had a genius for complimenting others by the attention she paid to them and the pleasure she took in them. She knew how to truly listen, not just to the words but to the feelings behind them.

Such a person contributes to AEJMC simply by belonging, by letting us claim her as one of ours. We could hope that non-members would think her intelligence, sensitivity and eloquence were typical of journalism educators, or that, at least, we had more like her.

Of course she did far more for AEJMC than helping impress outsiders; she worked for, advanced and changed the organization in distinct ways. In addition to serving as head of the History Division from 1972-73, she organized division and plenary convention sessions, led panels, critiqued papers, was a speaker at teaching and research sessions, and formed an intellectual history group.

Yet her influence went far deeper than any list of organized activities can indicate. She persistently encouraged division members to appreciate and explore new methods, approaches and subjects in journalism history. Her enthusiasm for and commitment to new ways of thinking have both broadened and deepened the field, as well as the division's role in it.

Beyond the divisional level, she served on countless elected and appointed AEJMC committees, was one of the first two women members of the Executive Committee and was the second woman to run for AEJMC president. She used her influence to expand women's opportunities within the organization, helping increase their numbers on policymaking bodies, committees and accrediting teams. For this AEJMC should be especially grateful.

An imaginative, insightful and skillful scholar, one of her best-known articles argued for the need to add women's values and perspectives to the study of journalism history. The first step in this process, she said, requires identifying the discipline's male assumptions, and one way to do this is to approach the field as an outsider or "stranger." She explained that the powerful concept of the "stranger" could be traced to Biblical times when angels "would engage with humans in talk or combat, leaving their antagonists breathless, smitten in body perhaps, but dazzled by a new vision."

Because of the constant new visions she gave us, her many colleagues and friends were smitten and dazzled by her brilliance. No wonder she still shines. — *Susan Henry*

In their paper on graduate women in mass communication in 1974, Yodelis and Marzolf found only 18 of 213 doctoral students to be female, or 8.4 percent. The number of women in doctoral programs grew, 139 of 411 as of fall 1977, or 34 percent. Women obtaining Ph.D. degrees numbered 18 of 77 in 1976-77, or 23 percent. In 1986, 262 of 591 Ph.D. students were female, or 44 percent, with 25 women of 93 candidates receiving Ph.D. degrees, or 27 percent. Moreover, in 1977-78, for the first time since enrollment figures were reported, more than 50 percent of undergraduate majors were women, and in 1980, the number of women graduates outstripped men for the first time.

On the administrative level, Ramona Rush became dean of the College of Communication at Kentucky in 1977, the first woman to receive that position at a major journalism school. At the convention that year, she found herself in a kind of receiving line. One man dropped to his knees and offered to kiss the hem of her skirt, she recalled. By 1979, however, she was "out" as dean, and trying to guess which men would be on speaking terms with her.

In April of 1978, the Executive Committee passed unanimously a resolution from the women's committee, raised by Ken Devol, Cal State Northridge, to ban meetings from states which had not passed the Equal Rights Amendment. The same action was taken by committees on women's status in other disciplines. Lynne Masel-Walters, Alabama, and Barbara Straus Reed represented the committee at a meeting of all women's committees at the National Archives in Washington, D.C. They learned that their committee was in the forefront of active groups and already had accomplished what other committees were only planning to do.

In 1979 Mary Gardner moved up to the AEJ presidency. Virginia Dodge Fielder, *Chicago Sun-Times*, reported that the committee co-sponsored a plenary, two mini-plenaries, and two joint sessions. In addition, it was sole sponsor of a research paper session.

In 1980, at the Boston convention, the committee sponsored a workshop, "Moving Up in Academe," organized by Sharon Murphy. Speakers included Everette Dennis, Minnesota; MaryAnn Yodelis Smith, Wisconsin; Emily Taylor, office of women in higher education, ACE; John Doolittle, Indiana; Pam McAllister Johnson, Norfolk State, and Jane D. Brown, North Carolina. It was well received by those upwardly mobile in attendance.

In 1981, at the Michigan State convention, Ramona Rush attributed to Sharon Murphy a discussion of backlash. Rush's resignation was triggered in part by such male response. The committee sensed a real fear on the part of women because of backlash from men. Women reported they were feeling male backlash.

The committee decided to honor women in journalism education. Marion Marzolf received the first award at the 1982 Athens convention. Nickieann Fleener, Tulsa, was active in setting up the Outstanding Achievement Award for women who through personal excellence and high standards represented well all women in journalism education. Cathy Covert received the second award in 1983, but was too ill to attend the convention. In 1983, Ramona Rush spearheaded a move to form a coalition of all women's educational and professional groups. At the

1983 Corvallis convention, representatives of Women in Communications, Inc., American Women in Radio and Television, National Federation of Press Women, Speech Communication Association, and International Communication Association, met with interested AEJ women.

The dam broke in the early 1980s as six women were elected standing committee chairs and members of the Executive Committee. Carol Oukrop, Kansas State, headed PF&R in 1982 and 1983. Research had as chairs Jean Ward, Minnesota, 1982; Ellen Wartella, Illinois, 1984; and Sharon Dunwoody, Wisconsin, 1986. Teaching had Sharon Murphy, Southern Illinois, in 1983 and 1984, and Sharon Brock, Ohio State, in 1985 and 1986. Women heads of the Advisory Board were Mary Gardner, Michigan State, 1978; Terry Hynes, Cal State, Fullerton, 1982; Barbara Straus Reed, Rutgers, 1984; and Elsie Hebert, Louisiana State, 1985.

In 1985, Nancy W. Sharp, Judy VanSlyke Turk, Edna F. Einsiedel, Linda Schamber, and Sharon Hollenback, Syracuse, published a report, "Faculty Women in Journalism and Mass Communications: Problems and Progress," with help from the Gannett Foundation. Based on 1983 survey data, they learned that only about one in six faculty members was a woman; only 17 percent of these women faculty held the rank of associate or full professor. Only a handful served as administrators. Yet undergraduate student population was 58 percent female. Compared with other disciplines in the early 1980s, communicators had a smaller percentage of female faculty and a larger percentage of female students.

Since then, Doug Newsom, Texas Christian, and Sharon Murphy, dean at Marquette, have served as president, in 1985 and 1987 respectively. MaryAnn Yodelis Smith heads the School of Journalism and Mass Communication at Minnesota. Carol Reuss has an appointment in the Chancellor's office at North Carolina. Doug Newsom was for a number of years chair at Texas Christian. These women have served as superb role models for women in the association, offering advice and support whenever asked.

Through the years the committee has encouraged research papers and has co-sponsored division sessions as well as mini-plenaries and plenaries. Typically the subject areas for research are broad enough to encourage papers that are wide ranging. The committee increased the visibility of women in journalism education but decided not to create a separate status and have members become integrated within existing divisions. To a noticeable extent, it has succeeded in its undertakings. — *Barbara Straus Reed*

The Minorities Movement: Scholarships for Blacks

In 1968 Lionel C. Barrow, Jr., a Wisconsin Ph.D., of Foote, Cone & Belding advertising agency came to the AEJ convention in Lawrence, Kansas. The black protest movement had swept through many American cities; Martin Luther King, Jr., and Robert Kennedy had been assassinated. Barrow appeared at an *ad hoc* gathering of 35 members the night before the business meeting, called in response to an open letter from him urging AEJ to take immediate steps to achieve and to expand the recruitment, training, and placement of minority group and disadvantaged students in the field of mass communication.

Past President Harold Nelson moved that the president and executive committee establish a special committee to consider emergency action to achieve such ends. The motion was aproved that night and at the business session. President Robert L. Jones of Minnesota appointed an Ad Hoc Committee on Minority Education with Barrow as chairperson. In its 1969 report at Berkeley, the committee repeated four goals it had set earlier for the AEJ: 1) 500 scholarships for minority group members for the 1969-70 school year; 2) the establishment of liaison with more black colleges and with community colleges to help them expand mass communication courses; 3) the obtaining of pledges from local media that they would provide jobs and internships for minority group members; 4) incorporation in curricula of materials on the role of minority group members in America and their portrayal by the media.

Hillier Krieghbaum, chairperson for the Committee on Endowments, argued persuasively that the AEJ needed a fund-raising agency if it were to carry out the functions assigned to it. He brought before the convention and the Executive Committee a plan for the incorporation of a fiscally independent agency, to be named the Journalism Council, to carry out projects and solicit and administer funds for them. President James Schwartz of Iowa State appointed William E. Ames and Richard F. Carter of Washington and John B. Adams of North Carolina as a committee to assist Barrow and Krieghbaum with the undertaking.

An AEJ Summer Internship Program for Minorities was begun in 1970, conducted by the Institute of Afro-American Studies at New York University. Seventeen students were enrolled and $10,434 was raised for their expenses. In 1971 Krieghbaum reported $15,682 had been raised for 15 students, whose employers also paid salaries totaling an equal amount. Krieghbaum had become president of Journalism Council, Inc. Barrow had joined the faculty of the University of Wisconsin, Milwaukee; he later became journalism head at Howard University. A Job/Scholarship Referral Service begun by AEJ in 1970 was taken over by Howard in 1975.

Journalism Council members, elected annually, listened to Barrow's thesis that the major AEJ effort he and Krieghbaum had envisioned needed to be implemented. But other minority scholarship programs, particularly one funded at ANPA for $100,000 by the McCormick trust, intervened. Individual schools and local media did establish their own scholarship and internship plans, and many schools instituted instruction in minority journalism. The AEJ/NYU internships continued.

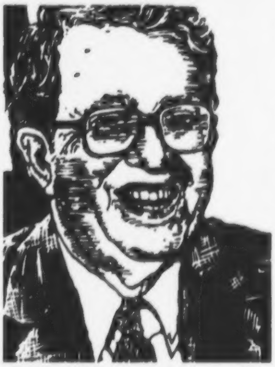
A Minorities Division was established in 1971 with Barrow as its first chairperson; he was succeeded by Sam Adams of Kansas and Pamela McAllister Johnson of Wisconsin, who later became the first black woman publisher of a general circulation daily in the United States, the Gannett-owned *Ithaca Journal*. The division established the Alan Bussel Student Paper Competition in memory of one of its most enthusiastic members, and published a newsletter, *MAC News*, whose motto became "Still Here." It worked with the National Association of Black Journalists, the National Association of Hispanic Journalists, and the Association of Asian-American Journalists.

The Journalism Council held its final meeting in 1984. MaryAnn

Yodelis Smith of Wisconsin was chairperson; members present were Barrow; Bruce Westley, Kentucky; Walter Bunge, Ohio State; Richard Gray, Indiana; Del Brinkman, Kansas; and Leonard Lanfranco, AEJMC executive director. The verdict was that the AEJMC president was better qualified to work as a fund raiser than the council, and that in any event reincorporation in South Carolina would be costly. the council turned over its concerns to the Minorities Division and the Committee on the Status of Women. AEJMC president Sharon Murphy of Marquette made the minority student problem one of her major concerns.

Publications: Quarterly, Monographs, Educator, Abstracts

In 1964 the AEJ Publications Committee sent the decision on the editorship of *Journalism Quarterly* to the convention floor for the first and only time. The vote favored Edwin Emery, historian and documentary researcher from Minnesota, over Bruce Westley, communication theory and methodology expert from Wisconsin. They had been Raymond Nixon's associate editors; Westley continued in that role and in addition founded *Journalism Monographs*, a serial publication of longer research articles. Emery continued as editor until 1973, when the *Quarterly* completed 50 years of publication as the world's major research journal devoted to the fields of journalism and mass communication.



EDWIN EMERY

It is difficult to capture the essence of a man like Edwin Emery in so brief an item as a biographical sketch. Most readers of this history know Emery only through his published work, or through AEJMC and other organizations. However, the many hundreds of students he taught at the University of Minnesota from 1945-84 came to know Ed Emery in ways and for things that are beyond the pale of his published work and public service.

Graduate students at Minnesota, especially during his tenure as director of graduate studies, found in Emery a caring, considerate and supportive individual. Ed and Mary Emery opened their home to us, fed us, listened to us and helped us in any way they could to make it through those lean graduate student years. To some, the Emerys became surrogate parents who could be turned to in times of pain or crisis.

The accomplishments of the Ed Emery most people know are legion. He received the Ph.D. in American History at Berkeley in 1943. Following two years as a staff correspondent and then bureau chief for United Press in San Francisco, he joined the faculty of the School of Journalism at Minnesota in 1945. He retired there four decades later in 1984.

Among his 11 books and dozens of articles and convention papers, three works have had an immeasurable impact on journalism and mass communication education and scholarship: *The Press and America*, first published in 1954 with co-author Henry Ladd Smith, established Emery as the pre-eminent journalism historian of his time after the passing of Frank Luther Mott in the early 1960s. Emery's son, Michael, began assisting with the work in 1972. History-trained and co-editor of a successful book of readings, he joined his father as co-author in 1978, and became senior author with the sixth edition to be published in 1988. Michael Emery is department chair at California State, Northridge.

Emery's *Introduction to Mass Communication*, co-authored with Warren K. Agee and Phillip H. Ault, has welcomed tens of thousands of students to the study of journalism and mass communication since it was first published in 1960. His *History of the American Newspaper Publishers Association* (1950) is a landmark of scholarship and must reading for anyone interested in press history.

His contributions to AEJMC have been many and substantial. He served as president in 1974-75; was editor of *Journalism Quarterly* from 1965-73; helped found the History Division; and attended Executive Committee sessions for a dozen years. He has attended every convention but four since 1940.

Twice he received Sigma Delta Chi's research award: in 1950 for his ANPA history, and in 1954 for *The Press and America*. He received the Willard Bleyer award in 1980, and the Eleanor Blum award in 1986. The Society of Professional Journalists named him the national teacher of the year in journalism in 1980. He has been a Fulbright lecturer and visiting professor at universities around the globe, and a Guggenheim Fellow in 1959-60. He received a Social Science Research Council award in 1960, and was named Distinguished Scholar by the National Academy of Sciences in 1985.

But to a privileged group of 26 doctoral students, from Calder Pickett and Warren Price to Nancy Roberts, for whom he was major adviser, Ed Emery, and Mary Emery, are special beyond words. — *Joseph P. McKerns*

The sketch of Emery by a Minnesota student was featured at the 1984 retirement party in his honor.

In 1964 the *Quarterly* printed 3,200 copies for 1,000 members and 2,200 other subscribers, producing 640 pages annually. By 1973 circulation had peaked at 5,000 copies and annual volumes averaged 832 pages. Increased circulation revenues permitted this expansion; pages printed during the *Quarterly*'s fifth decade (1964-73) zoomed to 8,136, compared to 5,768 for the fourth. About 25 percent of its 1973 circulation went to AEJ members; 30 percent to library and institutional subscribers in the United States; 20 percent to U.S. individuals; 10 percent to members of Kappa Tau Alpha, honorary for journalism students; and 15 percent to individual and library subscribers in foreign countries. Contractions in library budgets and circulation price increases have trimmed *Quarterly* circulation since. In 1987 it was 4,146 (2,212 members and 1,934 other subscribers). During its sixth decade (1974-83) the journal printed 8,186 pages. But then revenues improved; it printed 920 pages in its 1986 volume, to tie the record number set in 1969.

Associate editors during the Emery period were Westley, Guido Stempel of Ohio, Sam Kuczun of Colorado, and Maxwell E. McCombs of Syracuse. Stempel became acting editor in the fall of 1972 when Emery began a year's round-the-world trip, and was elected officially in 1973. In 1986 his term was extended until 1989. Randall L. Murray began an 11-year tenure as managing editor at Minnesota in 1968 and continued with Stempel at Ohio until he became journalism chair at Cal Poly, San Luis Obispo. Russell Baird succeeded him for a year and then J. William Click became managing editor at Ohio and Louisiana State. Serena Wade Stanford of San Jose State and Donald L. Shaw of North Carolina were new associate editors. The international area was edited by William A. Hachten of Wisconsin, John McNelly of Wisconsin, and L. John Martin of Maryland.

GUIDO H. STEMPEL III

Guido Stempel and I met in the spring of 1960 on the campus of Ohio Northern University, Ada, Ohio, where we were attending a regional journalism conference. He was a young associate professor at Central Michigan and I was a younger instructor about to be interviewed for a position there. We probably will always remember that conference because it was not at all memorable.

After I joined the Central Michigan faculty, Guido was the most supportive colleague. He helped acquaint me with the program so my courses would fit into it, and he encouraged me to write and do research. He has not changed over the years, still encouraging faculty, especially younger faculty, to pursue their research interests, whatever they are.

Guido was born in Bloomington, Indiana; grew up in Pittsburgh; and returned to Indiana, where his uncle was department chairman, to complete his A.B. in journalism in 1949. He spent the next year as reporter and sports editor of the *Frankfort* (Ind.) *Times*, then returned to I.U. to earn his A.M. in journalism in 1951. Although others entered the program before him, he was the first to receive a Ph.D. in mass communication from Wisconsin in 1954. His invitation to serve in the Army hastened completion of his dissertation. After two years as an information specialist, he joined the Penn State faculty as an instructor then was promoted to assistant professor.

Central Michigan offered him a position as associate professor in 1957. He remained there until 1965, being promoted to professor. His research in content analysis, especially of presidential campaigns, had won him acclaim, but he was not drawn to large cities nor to gigantic journalism schools.

After I had left Central Michigan in February 1965 for Ohio University, an associate professorship came open and several of us persuaded L.J. Hortin to interview Guido. Reluctantly, Guido left Central Michigan for Athens, Ohio, and a career that is nearly unparalleled. Establishing himself as an outstanding News Editing teacher, he continued his ambitious research agenda and helped establish the Ph.D. program. In 1967 he was elected to the AEJ Research Committee and was re-elected in 1970. He was chairman of that committee three consecutive years, 1968-71. Also in 1968 he joined the editorial advisory board of *Journalism Quarterly*, became associate editor in 1970, was named acting editor in 1972 and editor in 1973. When he completes his term as editor in 1989, he will have been editor longer than anyone else except Raymond Nixon — 17 years.

From 1972 to 1979 he was director of the Ohio University School of Journalism, continuing to teach six hours each quarter and editing *Journalism Quarterly*. In 1977 Guido received the University of Wisconsin Chancellor's Award for Distinguished Service to the Profession of Journalism. He and Bruce Westley spent two years — and a lot of weekends at state park lodges — editing *Research Methods in Mass Communication*, published in 1981. They were more interested in getting it right than in getting it published. They donate the royalties to the AEJMC Theory and Methodology Division minority scholarships.

He left the directorship of the School of Journalism in 1979 to be director of the Bush Research Center. In 1982 Ohio University honored him by naming him Distinguished Professor of Journalism. His nomination pointed out that he was not confined to a single research technique but had performed survey research, readership research, statistical analysis of circulation, salary and other data, and audience research using semantic differential instruments as well as content analysis, for which he is best known. — *Bill Click*

Three individuals cooperated to set *Journalism Monographs* on its way in 1966. The most important was Westley, who had discussed the idea of such a scholarly journal at various times and places. AEJ president DeWitt Reddick of Texas was the catalytic agent, proposing action to Westley and the Executive Committee, and providing a $2,500 grant from the University of Texas for start-up money. Hillier Krieghbaum, publications committee chairperson, conducted the negotiations, obtaining his committee's approval of Westley as editor and setting forth policies. The *Journalism Monographs* series would be a scholarly publication, meeting the highest standards of research, and would represent — over the years — all areas in which significant research was being done in mass communication. It would be a serial, non-periodic publication with no set pages per issue, permitting it to publish research too long for journal articles and too short or too specialized for book publications.

The first of the series, published in August 1966, was "Five European Broadcasting Systems" by Walter Emery of Michigan State, a noted broadcasting scholar. Next was one called "The Interview, or the Only Wheel in Town," written by Eugene J. Webb of Northwestern, a theory scholar, and Jerry R. Salancik, a doctoral student at Yale. This was good merchandising of scholarship; the "Wheel" went through several reprintings and brought popular attention to the *Monographs* series. There were problems of financing the issues, eased somewhat by subsidies from the *Quarterly*, and of production. Westley moved to Kentucky to head its school in 1969 and published *Monographs* from the university's Press. He had issued 85 numbers of the series when he retired as editor in 1982. Of these, 22 were numbers primarily of an historical nature, 17 numbers dealing with media performance or journalistic behavior, 15 international numbers, 11 legal or policy numbers, 10 numbers dealing with audience analysis or information procesing, 5 on journalism education, 2 on social philosophy, 2 on information flow, and 1 methodological piece.

Lee B. Becker of Ohio State suceeded Westley as editor, serving three years. Joseph P. McKerns of Southern Illinois and Ohio State then assumed responsibility for *Journalism Monographs*, of which this AEJMC history is No. 104.

Journalism Educator joined the AEJ family of publications in 1970. Founded by the ASJSA in 1945, it had been the official journal of that

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BRUCE WESTLEY

I first met Bruce Westley at the AEJ convention at Evanston, Ill., in 1956. In that era of much less formality than we have with the AEJMC program now, Bruce had written his convention paper on the train from Akron to Chicago. That paper was presented at the second annual meeting of the Quantitative Research Group, often referred to as the "rump group" because it wasn't an official part of AEJ.

Bruce was to be a central figure in the evolution of mass communication research over the next quarter century. He is one of two persons to serve on both the Council on Communications Research before the 1965 AEJ reorganization and on the standing Committee on Research in the new scheme. It was the Council that provided the impetus for *Introduction to Mass Communications Research*, edited by Ralph O. Nafziger and David Manning White, and Bruce had a chapter in it and also did some of the editing. Two decades later, he was co-editor and co-author of the next research methods book in our field, *Research Methods in Mass Communication.*

Bruce, author of a highly successful editing textbook, was an excellent copyeditor, and that was part of his contribution to mass communication research. He was the founding editor of *Journalism Monographs* and was for nine years associate editor of *Journalism Quarterly*, with responsibility for theory and methodology manuscripts. He could edit harshly, and some manuscripts which appeared were as much Bruce's work as the work of the original author. It seemed in some cases that only about half the original words had been retained. Authors, however, usually agreed that Bruce's editing met the ultimate test — the article was better for his efforts.

That editing skill was a reflection of an incisive mind that was evident in other ways. The characteristic behavior was for Bruce to tilt his head slightly to one side, move a hand for emphasis and say, "well, you know" and proceed to point out something crucial to the group assembled, be it two or twenty-two. — *Guido H. Stempel III* group but seemed less vital to its sponsors after the AEJ reorganization of 1966. Discussions began in 1968 which culminated in a conference at Las Vegas in April 1970 attended by Harvey Jacobs of New Mexico State, chairperson of the *Educator*'s editorial board; Wayne Danielson, AEJ publications committee chair; Harold Wilson, AEJ publications manger; Emery and Westley; and LaRue Gilleland and Theodore Conover, editor and business manager of the *Educator*, from the University of Nevada.

Sitting by a swimming pool, they hammered out an agreement for the *Educator* to become an official AEJ publication. ASJSA would continue primary financing responsibility but AASDJ would contribute $3,000 annually to the publications fund. ASJSA would provide nominees for the *Educator* editorship. The *Educator* would take over the News Notes section of the *Quarterly*, report the convention minutes and other newsworthy developments, and run articles and book reviews about teaching, administration, and research techniques.

The changes became effective in 1971. Gilleland, who had succeeded Jacob H. Jaffe of Long Island as *Educator* editor in 1969, continued in office until 1976. He was suceeded by William J. Roepke of Wyoming, who in turn was replaced by Thomas A. Bowers of North Carolina in 1983. Bowers changed the tenor of the journal when its personal News Notes were transferred to the *aejmc News*, edited by Lillian Coleman at the Central Office in South Carolina. The Central Office also began annual publication of *Journalism and Mass Communication Directory* in 1985.

Volume 1 of *Journalism Abstracts* appeared as an AEJ publication in 1963, edited by Wayne A. Danielson of North Carolina. The *Quarterly* had published titles of Ph.D. dissertations and the Council on Research had advocated a more comprehensive publication. Dean DeWitt Reddick of Texas arranged two $2,500 grants from the University of Texas to fund Danielson's early efforts. Other editors have been Donald L. Shaw, North Carolina; William E. Hall, Ohio State; Mark N. Popovich, Ball State; and Frances Goins Wilhoit, Indiana. Popovich published a 15-year cumulative index in 1977. Each issue of *Abstracts* has contained roughly 40 pages of Ph.D. abstracts and 110 of M.A. and M.S. abstracts.

Chairpersons of the AEJ publications committee following Krieghbaum and Danielson were Jacob H. Jaffe, Long Island; Harvey C. Jacobs, New Mexico State; Del Brinkman, Kansas; Dwight Teeter, Kentucky; Emery; John Stevens, Michigan; Edward Trayes, Temple; Galen Rarick, Oregon; and Elizabeth Yamashita, Oklahoma.

Professional Ties: ACEJMC, Council of Affiliates

By 1987 the ACEJ of old had a distinctly new look. Its name had been changed to the Accrediting Council on Education in Journalism and Mass Communications, as names changed in the 1980s. It had swollen ranks of industry members, numbering 19. It had 11 educator members and two public members.

Added to its five original newspaper members (ANPA, ASNE, SNPA, NNA, the Inland) were the Associated Press Managing Editors Association, the California Newspaper Publishers Association, the National

Conference of Editorial Writers, and the National Press Photographers Association. From broadcasting came the National Association of Broadcasters and the Radio Television News Directors Association. Advertising groups included the American Academy of Advertising, the American Advertising Federation, and the International Newspaper Advertising and Marketing Executives. Others were the American Society of Magazine Editors, the Public Relations Society of America, the International Association of Business Communicators, the Society of Professional Journalists, Sigma Delta Chi, and Women in Communications, Inc. ASJMC had six seats, AEJMC had four, and the Broadcast Education Association, one. There was also a law consultant and an executive director, making a total of 35 around the table.

Discussion about ACEJMC was highlighted at the 1983 convention at Oregon State and continued unabated through the 1986 Oklahoma convention. One divisive issue was the 75-25 rule, requiring that three-fourths of a journalism student's credits be in the liberal arts — the different ways of phrasing that idea were legion. Another major effort, advanced by John Lavine of Minnesota, ACEJMC president, involved a streamlining of membership on the council; the outcome remained uncertain.

Educator members of ACEJMC elected since 1941 are listed in the Appendix. Kenneth E. Olson of Northwestern was secretary-treasurer until 1949. Fred S. Siebert of Illinois served from 1950-54, John E. Stempel of Indiana from 1955-68, and Milton Gross of Missouri from 1969-84. Baskett Mosse of Northwestern was executive secretary of the Accrediting Committee from 1959 until his death in July 1983. The two positions were then consolidated in an executive directorship, held by Roger Gafke of Missouri during 1984-85 and then by Susanne Shaw of Kansas.

There were 47 accredited journalism schools or departments in 1965, and 89 by 1987. The ACEJMC was recognized by the U.S. Office of Education and the Council on Postsecondary Education. There were problems periodically preserving recognition status, which were negotiated successfully by such Accrediting Committee leaders as John B. Adams of North Carolina, Neale Copple of Nebraska, Robert L. Jones of Minnesota, and Warren K. Agee of Georgia.

The Council of Affiliates created by the 1964 revision of the AEJ constitution numbered 52 in 1987; its members are listed in the Appendix. The council chairperson holds seats on the Executive Committee and the Advisory Board. Affiliates support the goals of the journalism educators and contribute dues annually. Many of them enjoy working relationships with divisions, and take part in convention programs. There were only six affiliates in 1968, 17 in 1971, and still only 27 as late as 1980.

Journalism educators and professionals serve on two largescale newspaper-oriented committees, the AEJMC-ANPA Cooperative Committee on Education for Journalism and the AEJMC-ASNE Committee on News and Editorial Education. Both meet annually for discussion sessions.

The Dow Jones Newspaper Fund, directed by Thomas E. Engleman, has been a longtime affiliate. In 1987 it offered up to 60 intern scholarships for college students, held several journalism workshops and clinics in inner-city high schools, and sponsored journalism workshop attendance by 50 previously untrained high school journalism teachers.

Writing and photography awards to college journalism students were offered for the 28th year by the Hearst Foundation. AEJMC has close working relationships with the Gannett Foundation, ANPA Foundation, Scripps Howard Foundation, and Sears, sponsors of an internship program. The American Society of Magazine Editors and the Magazine Publishers Association began in 1974 to sponsor a week-long program for magazine course instructors to visit New York City magazine offices.

In 1986 the ASJMC was selected to administer the Journalist-in-Space Project, which went into limbo after the Challenger explosion. ASJMC netted $49,000, which was placed in an endowment. AEJMC the same year was asked to participate in the Common Wealth Awards nomination process for selection in mass communications.

The Special-Interest Divisions

Ten groups of AEJ members filed the necessary papers qualifying them to form a special-interest division in 1965, under the new constitution. At least 30 members must demonstrate the value of the proposed division in terms of teaching, research, and service.

The first ten: Advertising, Communication Theory and Methodology, Graphic Arts, History, International Communication, Magazine, Newspaper, Public Relations, Radio-Television Journalism, and Secondary Education. They began operation with the 1966 convention at Iowa. Photojournalism became a division in 1967, followed by Mass Communication and Society in 1968, Minorities Communication in 1971, Law in 1973, Qualitative Studies in 1977, and Visual Communication in 1983 (formed by a merger of Graphic Arts and Photojournalism). Three special interest groups were operating informally in 1987, Mass Communication Bibliographers, Media Management and Economics and the Intellectual History Interest Group. Names of division chairpersons since 1966 are found in the Appendix.

Division publications — The *International Communication Bulletin* has appeared as a quarterly since 1966. Founded by James W. Markham of Iowa, the *ICB* was turned into a key bibliographical source by L. John Martin of Maryland, 1975-85 editor. Yorgo Pasadeos of Alabama succeeded him.

Mass Comm Review was founded by the Mass Communication and Society division in 1973 as a potential meeting place for the professional journalist or practitioner and his academic counterpart. Edward J. Trayes of Temple was designated editor and his colleague Sam Riley business manager. By 1987 there had been 32 issues on magazine quality stock, containing diverse articles. Trayes stepped down as editor in 1986, naming Diana Tillinghast of San Jose as guest editor pending a 1987 election. He remained business manager.

Newspaper Research Journal was founded in 1979 by Gerald Stone of Memphis State, under the auspices of the Newspaper Division. Published quarterly, it carries seven articles and several book reviews each edition; articles are fully refereed, some are commentaries. It aims its research articles at the newspaper industry, has 400 newspaper subscribers among its 1,200 readers.

Journalism History was founded privately in 1974 by Tom Reilly of California State University, Northridge, as a research journal for mass media history. It has been subsidized by his university, and has received grants from the AASDJ and other sources, as well as circulation income. Reilly retired from the editorship in 1985, being succeeded by Susan Henry of Northridge with Margaret Blanchard of North Carolina as associate editor. The AEJMC History Division, which had given Reilly financial support, increased its grant as the journal's unofficial sponsor. Fully refereed, it has won commendation for its research articles, bibliographies, and reviews. *Clio Among the Media*, the History Division newsletter since 1968, was expanded into a bound 16-page magazine in 1985 by editor Jeffery Smith of Iowa, who added extensive bibliographies. Many division members were active also in the American Journalism Historians Association, whose fully refereed quarterly research journal, *American Journalism*, was founded in 1983 and is edited by David Sloan of Alabama. The association's 1987 president was Joseph P. McKerns, now moved from Southern Illionis to Ohio State.

The *Southwestern Mass Communications Journal*, an annual, appeared first in 1985, carrying the research of the Southwest Education Council for Journalism and Mass Communication. The *Journal of Mass Media Ethics* appeared the same year with Jay Black of Utah State and

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HONORS AND AWARDS

From the AEJMC Elected Standing Committee on Research:
- The Paul J. Deutschmann Award for Outstanding Research, "to a distinguished scholar who over the years has made extraordinary contributions to the field of mass communications research"
    - 1969 Chilton R. Bush, Stanford
    - 1972 Ralph O. Nafziger, Wisconsin
    - 1973 Wilbur Schramm, Stanford
    - 1979 J. Edward Gerald, Minnesota
    - 1981 Harold L. Nelson, Wisconsin
    - 1985 Bruce H. Westley, Kentucky
- The Eleanor Blum Distinguished Service to Research Award
    - 1980 Eleanor Blum, Illinois
    - 1983 Raymond B. Nixon, Minnesota
    - 1986 Edwin Emery, Minnesota
- The Nafziger-White Dissertation Award
    - 1984 Ron Tamborini, Michigan State
    - 1985 Richard B. Kielbowicz, Minnesota
    - 1986 Jeffery A. Smith, Wisconsin
    - 1987 John Finnegan, Jr., Minnesota

From the AEJMC History Division:
- The Willard G. Bleyer Award "for unique and important contributions to the history of journalism and mass communication"
    - 1976 Fredrick S. Siebert, Michigan State
    - 1980 Edwin Emery, Minnesota
    - 1987 William E. Ames, Washington

The Cathy Covert Essay Competition for best communication essay
1985 David Paul Nord, Indiana
1986 James L. Baughman, Wisconsin
1987 Clayton R. Koppes, Oberlin and Gregory D. Black, Missouri-Kansas City

From the AEJMC Executive Committee, under a grant from Hillier Krieghbaum:
The Krieghbaum Under-40 Award "to recognize and encourage excellence in teaching, research, and service"
1981 David M. Rubin, New York University
1982 Everette E. Dennis, Oregon
1983 David H. Weaver, Indiana
1984 Ellen A. Wartella, Illinois
1985 Lee B. Becker, Ohio State
1986 Sharon L. Dunwoody, Wisconsin
1987 Theodore Glasser, Minnesota

From the AEJMC and ACEJMC:
The Baskett Mosse Award "to assist and encourage faculty development"
1984 Donna Lee Dickerson, South Florida
1985 Margaret Blanchard, North Carolina
1986 Patrick Washburn, Ohio
1987 Tony Atwater, Michigan State

Ralph Barney of Brigham Young as publishers for an *ad hoc* interest group in ethics. Members of the Communication Theory and Methodology Division are active in editing journals and annuals for Sage Publications, including *Communications Research*, founded by F. Gerald Kline of Minnesota. The division produces a research-based newsletter. *Media Law Notes* has been jointly published quarterly since 1978 by the Law Division and the mass communications law section of the Association of American Law Schools.

Awards and honors — AEJMC's History Division offers the Warren Price Award for best student paper, established after his death in 1967, and the Emery Traveling Awards for student convention attendance. Mass Communication and Society has featured the annual Moeller Awards for best student papers, and began the Trayes professor-of-the-year award in 1986. Theory and Methodology has given an annual minority graduate student scholarship award of $1,000 for nearly two decades — the only such award in AEJMC. The Qualitative Studies Division honored the memory of James Murphy with a faculty research award beginning in 1983, also gives a student paper award. The International Division established the Mary Gardner scholarship award in 1987. Radio-Television began a distinguished faculty award in 1983.

Regional meetings — Theory and Method members have sponsored student-faculty mini-conferences in the Midcentral, Midwest and Pacific areas during the past decade, they first met in 1974 at Michigan. The

Southeast Regional Colloquium began as a History Division regional conference at Chapel Hill in 1976; Law joined in 1978 and Newspaper in 1979. In 1987 there were 29 papers presented in the three areas.

The West Coast Journalism Historians Conference was founded on the Cal State Northridge campus in 1975 by Tom Reilly and Michael Emery, who were responsible for planning the first three conferences. With the exception of one meeting in Eugene, subsequent sessions have been held in San Francisco — central location for historians from Arizona, Southern California, Nevada, Utah, Idaho, Oregon, Washington, and Alaska. Average attendance has been 30, with 15 papers given.

The Midwest Journalism History Conference began in 1975 when John Stevens invited journalism historians within driving distance to Ann Arbor for a day to talk about teaching. Paul Peterson hosted the 1976 meeting at Columbus, with the History Division assuming sponsorship. Various themes and formats, including discussions of teaching and reading of research papers, have been followed. Members attend from Michigan, Ohio, Illinois, Indiana, Wisconsin, Iowa, and Minnesota.

There Could Be Only One Warren Price

*(An editorial in the **Eugene Register-Guard**, May 9, 1976)*

Men like Warren C. Price don't come along very often. The distinguished University of Oregon journalism professor, who died unexpectedly Sunday at 58, was an authentic character, just as he was authentic in everything else. He was the sort of professor of whom legends are made. Price stories will be told on the campus for years to come. A few will be untrue, which will be too bad, because there are so many true ones.

An associate said Monday he knew of no journalism teacher in the United States with more solid credentials. He was a scholar whose magnificent "Literature of Journalism" won every research prize for which it was eligible. (The new Random House Dictionary lists it as one of 874 essential reference books, only seven of them in journalism.) He bombarded the learned journals with reviews and articles on his specialty, newspaper law. At his death he was working on a history of the *Register-Guard*, bringing the historian's method and the professional writer's pen to work on this newspaper's first century. For 15 years he ran the copy desk for this paper's Sunday editions. Summers, he often worked on newspapers in large cities to keep his hand in. A good teacher, he was tough and sometimes arbitrary. But his students never forgot him.

More than one string was in his bow. At the University of Oregon during the war, he taught college algebra. Twice when the American history faculty was short a man, Professor Price taught the basic American history sequence. He was good. Although he never bothered to take the roll, the room usually contained more students than the class did. The rest had come just to listen.

His mind was crammed with minutiae. Care who won the World Series in 1928? You wouldn't ask Warren unless you also wanted to know the scores of the games and the batting averages of the players. His love for baseball, his friends thought, was less a love of the game than a love of statistics. That love picked up notably during the years that Milwaukee had a club. Although he lived in Oregon 25 years, his heart remained in Milwaukee.

It was poetic that he died on a train. He loved trains as much as he detested flying, and carried the schedules of most passenger trains in his head. A former dean used to show him off. A visitor from, say, Fargo, N.D., would be in the office. The dean would call in Warren and ask, "Warren, when does the train go through Fargo?" "Which train?" "North Coast." "East or West?" "West." "11:45 p.m." The visitor could only stand and gape.

As he was admired for his strengths, he was loved for, or perhaps in spite of his weaknesses. Music, art, literature he dismissed as matters of no consequence. And it was impossible for the man to tell a funny joke and get it right. He was one of the few men in all the world who frankly admitted he lacked what others regard as a sense of humor. Some thought he was vain. That was not so. He was just honest. He knew that in several areas he was, in all truth, really very good. He never laid claim to knowing something he didn't.

An exceedingly moral and sometimes naive man, he abhorred liquor. He didn't make a nuisance of himself about it, but he stood ready to say why. Casual acquaintances knew him as a gruff fellow. His friends knew the gruffness insulated an essentially kind man who was keenly interested in his students. He followed their professional careers with the same interest. He believed passionately in the newspaper as an institution. He loved good newspapers; for the bad ones he had contempt and pity. Journalism and the teaching of journalism have lost one of their finest.

Years hence, when the Warren Price stories are passed around among a new generation of students, somebody may ask, "Well, who was Professor Price like?" And the answer will have to be, "He wasn't like anybody else. He was Warren Price, one of a kind."

(Ed. Note: The history of the *Register-Guard* was published; it was his dissertation. His Ph.D. was awarded posthumously by the University of Minnesota. Calder Pickett completed his second volume of annotated bibliography. He was AEJ's first Advisory Board chair and first head of its History Division, which sponsors the annual student research Price Award.)

Division highlights – Biggest of the divisions in 1987 was Newspaper with 686 dues-paying members. Mass Communication and Society had 559. Grouped at the 350-member level were Theory and Methodology, Law, and History. Public Relations had 325, International, 272; Radio-Television, 255; Advertising, 204; and Qualitative Studies, 197. Only Secondary Education was below 100.

Qualitative Studies emphasizes the humanities and philosophy in communication, literature and the arts, and critical studies. Among its founders were Karlen Mooradian of Oklahoma, Guy Meiss of Central Michigan, Clifford Chrisitans of Illinois, and Gene Burd of Texas. Also present was Curtis MacDougall of Northwestern, who was division head of the Newspaper group for the first five years and its "grand old man" for another decade . . . Carol Reuss of Loyola rejuvenated the Magazine Division in 1974 by bringing buttons to the convention reading "Magazines Matter." Caroline Ackerman of Northeastern got student summer internships at New York magazines and Lee Young of Kansas published an 8-page newsmagazine at the 1978 Seattle convention, using the Gannett technology van . . . Barbara Reed of Rutgers has headed the History Division's oral history project for some 15 years, preserving interviews with AEJ oldsters for the AEJ Archives. The division has an "Intellectual History interest" group founded by Cathy Covert in 1979. Its favorite speaker is James Carey of Illinois; among its innovators have been Marion Marzolf, Warren Francke, Terry Hynes, and John Stevens . . . Richard Cole of North Carolina has done much to spread AEJMC influence abroad, particularly among European scholars, through the International Division and as AEJ president. So has Alex Edelstein of Washington.

Community College Journalism Association

In the score of years since its founding, the Community College Journalism Association has settled in as a national organization and affiliate of AEJMC, despite uneven geographic distribution and disparate programs of its members. Today, membership hovers around 200, while the press run of its quarterly magazine, *Community College Journalist*, continues at 400. Some members also belong to AEJMC, and these members typically attend CCJA conventions, held in conjunction with AEJMC, and serve as CCJA officers.

DeWitt C. Reddick, Texas dean, president of AEJ and AASDJ, and firm friend of AEJ publications and CCJA

The organization formed following a Newspaper Fund three-week seminar at the University of Texas in 1967 that attracted 26 participants from 15 states. Seminar members represented community colleges at that year's AEJ convention. A second Newspaper Fund Seminar at Texas in 1968 fortified this organization and the Junior College Journalism Association (renamed Community College Journalism Association in 1974) became an official affiliate at the 1968 convention. Goals have centered on standardized courses, programs, articulation and student publications. Regional organizations, such as the Journalism Association of Community Colleges in California and Arizona, predate CCJA, having started in the late 1950s. Likewise state community college units, most notably in Texas and Illinois, have autonomous standing.

In its formative years Dean DeWitt Reddick of Texas was the CCJA's patron, integrating the specialized concerns of community colleges into AEJMC activity. Delbert McGuire of Colorado State was another official liaison. From its first executive secretary-treasurer, Fred Walker, Jr., of Indiana's Vincennes University, the organizational home shifted with executive secretaries on three-year terms to Bob Eichling, Connors State College, Oklahoma; W.B. ('Dub') Daugherty, San Antonio College, and Ralph Sellmeyer, Midland College, Texas, until 1986, when Mary Hires, County College of Morris, New Jersey, took over. Presidents are listed in the Appendix.

Meanwhile, in 1972, with Mario Garcia, then of Miami-Dade North, as inaugural editor, the *Community College Journalist* was born as a digest. Since then it has grown to a full size 15-year-old magazine, edited sequentially by Lynnell Jackson Burkett and Jerry Townsend of San Antonio; Bob Wylie of Amarillo College; John Hayes of Kent State University, Stark Campus; Jan Rawson of Citrus College, California; Chet Hunt of San Antonio; and since 1983 by Tom Pasqua of Southwestern College, Chula Vista, California. The magazine addresses topics covering the range of lower division concerns written by CCJA, AEJMC and other academic and professional contributors.

Convention sidelights

Conventions continued to be summertime campus affairs, with families accompanying the educators. The precise attendance statistics in the minutes disappeared after the departure of secretary Elmer Beth, but these sidelights can be noted:

Berkeley's 1969 adventure, combining the lures of San Francisco and the Golden Gate with the chance for delegates to thread their way through the hippies on Telegraph Avenue's sidewalks (and even visit their apartments), brought out record numbers. A peak of 302 family members brought total attendance to 848. There were 164 dependents among 535 attending the 1966 Iowa session; 216 family among 777 at South Carolina in 1971, and 215 family among 740 registered at Maryland in 1976. Registrants at Memphis in 1985 exceeded 800 but in the heat of August they dropped to 602 in Norman. There were, of course, more members eligible to attend: 502 in 1947, 1,207 in 1966, 1,240 in 1976, and 2,020 in 1986.

There were gala welcomes, picnics, boatrides, and tours for spouses, plus coke machines, tennis, and swimming pools for children. Some were regulars. One group, dubbed the "J-school brats" by David Gordon of Miami, included his daughters Debbie, Lisa and Adina, and Alison Emery of Minnesota, who first met in 1974. They were joined in a shifting teenage membership "hanging out" at AEJ conventions by Mark and Jane Adams of North Carolina, Jim and Bill Lippert of Wisconsin's Oshkosh, and Mary Anderson of Ohio . . . two deaths of fathers and two retirements made 1984 their bow-out year as AEJ veterans.

Dean Yassen Zassoursky of the Moscow State University School of Journalism gave the first *Journalism Quarterly* lecture on "A Soviet View of Theodore Dreiser" (his dissertation topic in the USSR) at South Carolina in 1971 . . . Bruce Westley's 1974 presidential suite in a San Diego patio courtyard was the scene of perhaps the largest AEJ beer-can party in history, for a Minnesota-Wisconsin reunion . . . . . . 1975 saw the AEJ abroad for the first time, enjoying Carleton University hospitality in Ottawa and the Royal Canadian Mounted Police . . . Faculty wives led by Harva Hachten and Ann Nelson offered traditional hospitality to visiting wives at Madison in 1977, perhaps for the final time . . . It was Boston's historical setting in 1980 and AEJ president

Richard Gray put on a slide show celebrating Boston's 350-year heritage of fostering freedom as part of his presidential address . . . no one will ever forget the salmon bake presided over by Fred Zwahlen at Oregon State in 1983.

AEJ president Everette Dennis was all smiles at Florida in 1984. He had been named to head the Gannett Center for Media Studies at Columbia University, and the praises for his meeting in Eugene of the AEJMC Task Force on the Future of Journalism were still ringing in his ears . . . Doug Newsom of Texas Christian, second woman president of AEJMC, presided in 1985 at Memphis and, among other things, set the stage for publication of this 75th anniversary history . . . successors Dwight Teeter and Sharon Murphy ironed out the problems with executive director Jennifer McGill.

AEJMC in 1987

Sharon M. Murphy
1987 AEJMC President

Bob Blanchard of Trinity University and AEJMC convention manager Fred Williams were ready for the final dormitory convention in San Antonio . . . AEJMC had 2,031 members, ASJMC 173 schools and departments, and there were 52 affiliates . . . AEJMC was big business, with $215,000 operating income and a like amount of expenses . . . Dues brought in $103,000, the publications $44,000, and ASJMC paid $25,000 toward the Central Office. The Central Office budget was $140,000 and publications spent $40,000 for the biggest cost items. If money fell short, ingenuity brought a solution.

At the May 1987 AEJMC meeting in New York, Sharon Murphy of Marquette sat in the president's chair, with executive director Jennifer McGill at her side. It was 75 years since Willard Bleyer called the first 1912 meeting in Chicago, and times had changed.

Bibliographical Note

The most important source for the history of journalism education organizations is the AEJMC Archives in the State Historical Society of Wisconsin, Madison. There is a detailed guide to the holdings available. The archives for the official records of ASJSA are in the Friedsam Memorial Library at St. Bonaventure University.

Bound volumes of the *Journalism Bulletin* and *Journalism Quarterly* are available beginning in 1924. They carried official documents and convention minutes in detail. Some of the coverage was transferred to the *Journalism Educator* in the 1980s.

Secondary sources, such as A.M. Lee's *Daily Newspaper in America*, contain some information, but accounts of events prior to 1924 are taken from historical accounts and reminiscences of members published in the *Journalism Bulletin* and *Quarterly*. The historical account in Albert A. Sutton's *Education for Journalism in the United States* (1945) suffers from the same deficiency.

A typewritten manuscript, available in the Central Office, titled *A History of the American Association of Schools and Departments of Journalism*, summarizes events in great detail. It was prepared in 1960 by Edmund G. Blinn of South Dakota State and Robert L. Jones of Minnesota.

The best account of ASJSA's founding and early years is Perley I. Reed, "The Rise of ASJSA," in *Journalism Educator*, 13:1 (Winter 1958).

Other bibliographical references will be found in the text of this monograph.

APPENDIX

AEJMC COUNCIL OF AFFILIATES
1986-87

Alpha Epsilon Rho
American Advertising Federation
American Association of Advertising Agencies
American Newspaper Publishers Association Foundation
American Press Institute
American Society of Magazine Editors
American Society of Newspaper Editors
Associated Press Managing Editors
Canadian Daily Newspaper Publishers Association
College Media Advisers
Columbia Scholastic Press Association
Community College Journalism Association
Dow Jones Newspaper Fund
Foundation for Public Relations Research & Education
Inland Daily Press Association
Inter-American Press Association
Internation Association of Business Communicators
International Circulation Managers Association
International Newspaper Advertising & Marketing Executives
International Newspaper Financial Executives
International Newspaper Promotion Association
Investigative Reporters & Editors
Journalism Education Association
National Association of Broadcasters
National Association of Hispanic Journalists
National Conference of Editorial Writers
National Federation of Press Women
National Investor Relations Institute
National Newspaper Association
New England Newspaper Association
New York City Scholastic Press Association
Newspaper Advertising Bureau
Newspaper Research Council
Poynter Institute for Media Studies
Public Relations Society of America
Quill & Scroll
Radio-Television News Directors Association
Reporters Committee for Freedom of the Press
Scientists' Institute for Public Information
Scripps Howard Foundation
Sears Congressional Internship Program
Society of American Travel Writers
Society of Newspaper Design
Society of Professional Journalists, SDX
Southern Interscholastic Press Association
Southern Newspaper Publishers Association
The Business Press Educational Foundation, Inc.
The Newspaper Guild
Voice of America
William Randolph Hearst Foundation
Women in Communications, Inc.
Youth Communication

The Presidential Line of the Association for Education in Journalism and Mass Communication, 1912-1988

Presidents of the American Association of Teachers of Journalism (AATJ), 1912-1950

1912	Willard G. Bleyer, Wisconsin
1913	Talcott Williams, Columbia
1914	Merle Thorpe, Kansas
1915	Merle Thorpe, Kansas
1916	James Melvin Lee, New York U.
1917	Fred N. Scott, Michigan
1918	Wartime, no convention
1919	Wartime, no convention
1920	H.F. Harrington, Northwestern
1921	Willard G. Bleyer, Wisconsin
1922	Everett W. Smith, Stanford
1923	Fred W. Beckman, Iowa State
1924	J.W. Piercy, Indiana
1925	Nelson A. Crawford, Kansas State
1926	Marvin G. Osborn, Louisiana State
1927	Fred J. Lazell, Iowa
1928	Grant M. Hyde, Wisconsin
1929	E. Marion Johnson, Minnesota
1930	John E. Drewry, Georgia
1931	Lawrence R. Murphy, Illinois
1932	Ralph L. Crosman, Colorado
1933	Ralph L. Crosman, Colorado
1934	William L. Mapel, Washington & Lee
1935	Kenneth E. Olson, Northwestern
1936	C. Gayle Walker, Nebraska
1937	Blair Converse, Iowa State
1938	Edward N. Doan, Ohio State
1939	Charles L. Allen, Northwestern
1940	Charles L. Allen, Northwestern
1941	Ralph O. Nafziger, Minnesota
1942	Douglass W. Miller, Syracuse
1943	Douglass W. Miller, Syracuse
1944	Frederic E. Merwin, Rutgers
1945	Frederic E. Merwin, Rutgers
1946	Curtis D. MacDougall, Northwestern
1947	Marcus M. Wilkerson, Louisiana State
1948	Roland E. Wolseley, Syracuse
1949	A. Gayle Waldrop, Colorado
1950	Henry Ladd Smith, Wisconsin

Presidents of the Association for Education in Journalism (AEJ), 1951-1982

1951	Ralph O. Nafziger, Wisconsin
1952	J. Edward Gerald, Minnesota
1953	Earl English, Missouri
1954	George E. Simmons, Tulane
1955	Roscoe Ellard, Columbia
1956	Kenneth R. Marvin, Iowa State
1957	Norval Neil Luxon, North Carolina
1958	Warren K. Agee, Texas Christian
1959	Mitchell V. Charnley, Minnesota
1960	Fred S. Siebert, Illinois
1961	Charles T. Duncan, Oregon
1962	Kenneth N. Stewart, California
1963	Theodore Peterson, Illinois
1964	William E. Porter, Michigan
1965	Edward W. Barrett, Columbia
1966	DeWitt C. Reddick, Texas
1967	Harold L. Nelson, Wisconsin
1968	Robert L. Jones, Minnesota
1969	James W. Schwartz, Iowa State
1970	William E. Ames, Washington
1971	Wayne Danielson, Texas
1972	Hillier Krieghbaum, New York U.
1973	R. Neale Copple, Nebraska
1974	Bruce H. Westley, Kentucky
1975	Edwin Emery, Minnesota
1976	Edward Bassett, Southern California
1977	Kenneth S. Devol, Cal. State—Northridge
1978	James W. Carey, Iowa
1979	Mary A. Gardner, Michigan State
1980	Richard G. Gray, Indiana
1981	Del Brinkman, Kansas
1982	Kenneth Starck, Iowa

Presidents of the Association for Education in Journalism and Mass Communication (AEJMC), 1983-1988

1983	Richard R. Cole, North Carolina
1984	Everette E. Dennis, Oregon
1985	Douglas Ann Newsom, Texas Christian
1986	Dwight L. Teeter, Jr., Texas
1987	Sharon M. Murphy, Marquette
1988	David Weaver, Indiana

Presidents of the American Association of Schools and Departments of Journalism (AASDJ), 1917-1984

1917	Walter Williams, Missouri
1918	Walter Williams, Missouri
1919	Walter Williams, Missouri
1920	Walter Williams, Missouri
1921	Will H. Mayes, Texas
1922	Willard G. Bleyer, Wisconsin
1923	Eric W. Allen, Oregon
1924	M. Lyle Spencer, Washington
1925	Charles P. Cooper, Columbia
1926	Joseph S. Myers, Ohio State
1927	Leon N. Flint, Kansas
1928	Arthur L. Stone, Montana
1929	Frank Luther Mott, Iowa
1930	Eric W. Allen, Oregon
1931	Ralph D. Casey, Minnesota
1932	Fred J. Lazell, Iowa
1933	Fred J. Lazell, Iowa
1934	Charles E. Rogers, Iowa State
1935	Frank L. Martin, Missouri
1936	Grant M. Hyde, Wisconsin
1937	Lawrence W. Murphy, Illinois
1938	Kenneth E. Olson, Northwestern
1939	Vernon McKenzie, Washington
1940	Vernon McKenzie, Washington
1941	J.L. O'Sullivan, Marquette
1942	Chilton R. Bush, Stanford
1943	Chilton R. Bush, Stanford
1944	Fred. S. Siebert, Illinois
1945	Max R. Grossman, Boston
1946	Paul J. Thompson, Texas
1947	Robert W. Desmond, California
1948	Norval Neil Luxon, Ohio State
1949	John E. Stempel, Indiana
1950	Frank Luther Mott, Missouri
1951	Leslie G. Moeller, Iowa
1952	Ralph Lashbrook, Kansas State
1953	Burton W. Marvin, Kansas
1954	Wesley Maurer, Michigan
1955	Gordon A. Sabine, Oregon
1956	James E. Pollard, Ohio State
1957	Ralph D. Casey, Minnesota
1958	Ralph O. Nafziger, Wisconsin
1959	Earl English, Missouri
1960	A. Gayle Waldrop, Colorado
1961	Keen Rafferty, New Mexico
1962	DeWitt C. Reddick, Texas
1963	Robert L. Jones, Minnesota
1964	Robert L. Jones, Minnesota
1965	Theodore Peterson, Illinois
1966	Rae O. Welmer, Florida
1967	John L. Hulteng, Oregon
1968	Wayne A. Danielson, North Carolina
1969	William E. Hall, Ohio State
1970	Albert T. Scroggins, South Carolina
1971	Gerhart D. Wiebe, Boston
1972	James E. Brinton, Colorado
1973	Arthur M. Barnes, Penn State
1974	Harold L. Nelson, Wisconsin
1975	Edward P. Bassett, Kansas
1976	John B. Adams, North Carolina
1977	James W. Schwartz, Iowa State
1978	Del Brinkman, Kansas
1979	Neale Copple, Nebraska
1980	Kenneth Devol, Cal State-Northridge
1981	Reg Westmoreland, North Texas State
1982	Robert O. Blanchard, Penn State
1983	James W. Carey, Illinois
1984	Donald G. Hileman, Tennessee

Presidents of the American Society of Journalism School Administrators (ASJSA), 1944-1984

1944	Perley I. Reed, West Virginia
1945	Perley I. Reed, West Virginia
1946	Perley I. Reed, West Virginia
1947	Perley I. Reed, West Virginia
1948	George E. Simmons, Tulane
1949	George E. Simmons, Tulane
1950	Dwight Bentel, San Jose State
1951	Elmer Trotzig, South Dakota
1952	A.L. Higginbotham, Nevada
1953	Alvin E. Austin, North Dakota
1954	J. Douglas Perry, Temple
1955	Quintus C. Wilson, Utah
1956	Warren K. Agee, Texas Christian
1957	Alfred A. Crowell, Maryland
1958	Armistead S. Pride, Lincoln
1959	Bruce Underwood, Houston
1960	Howard R. Long, Southern Illinois
1961	Hillier Krieghbaum, New York U.
1962	Verne E. Edwards Jr., Ohio Wesleyan
1963	Wallace E. Garets, Texas Tech
1964	Charles L. Allen, Oklahoma State
1965	Jacob H. Jaffe, Long Island
1966	Walter Wilcox, UCLA
1967	Cornelius S. McCarthy, Duquesne
1968	Dozier C. Cade, Georgia State
1969	Donald E. Brown, Arizona State
1970	Russell J. Jandoli, St. Bonaventure

1971	Donald R. Grub, Northern Illinois
1972	David A. Haberman, Creighton
1973	Harvey Jacobs, New Mexico State
1974	Theodore E. Conover, Nevada
1975	Robert O. Blanchard, American U.
1976	David Lippert, Wisconsin-Oshkosh
1977	Billy I. Ross, Texas Tech
1978	Joe W. Milner, Arizona State
1979	Reg Westmoreland, North Texas State
1980	LaRue W. Gilleland, Nevada
1981	Elden Rawlings, Miami
1982	Kenward L. Atkin, Cal State-Fullerton
1983	Thomas H. Heuterman, Washington State
1984	Emery L. Sasser, South Florida

Presidents of the Association of Schools of Journalism and Mass Communication (ASJMC), 1985-1987

1985	Kenneth Starck, Iowa
1986	Robert L. Hoskins, Arkansas State
1987	Richard R. Cole, North Carolina

Secretary-Treasurers, AATJ, AEJ, 1912-66

1912-13	Harry F. Harrington, Ohio State
1913-14	James Melvin Lee, New York University
1915-16	Hugh M. Blain, Louisiana State
1917-18	Carl H. Getz, Montana
1919	Lee A. White
1920	J.L. Brumm, Michigan
1921-22	Nelson A. Crawford, Kansas State
1923-25	Reul R. Barlow, Minnesota
1926-29	John O. Simmons, Tulane
1930-40	H.H. Herbert, Oklahoma
1941-47	Norval Neil Luxon, Ohio State
1948-66	Elmer F. Beth, Kansas

Executive Secretaries, Treasurers, AEJ, 1967-1987

1967-82	Harold W. Wilson, Minnesota, treasurer
1967-73	Ralph O. Nafziger, Wisconsin, executive secretary
1973-80	Quintus C. Wilson, Northern Illinois, executive secretary
1980-81	Susanne Shaw, Kansas, executive secretary
1981-85	Leonard Lanfranco, South Carolina, executive director
1985	Jennifer McGill, South Carolina, executive director

Chairpersons, Council on Research, AATJ-AASDJ, 1924-50

1924-29	Willard G. Bleyer, Wisconsin
1930-33	Eric W. Allen, Oregon
1934	Ralph D. Casey, Minnesota
1935-38	Frank Luther Mott, Iowa
1939-41	Chilton R. Bush, Stanford
1942-45	Ralph O. Nafziger, Minnesota
1946-48	Earl English, Missouri
1949-50	Wilbur Schramm, Illinois

Chairpersons, AEJ Council on Communications Research, 1951-65

1951-52	Clifford F. Weigle, Stanford
1953-54	Charles E. Swanson, Illinois
1955-58	David M. White, Boston
1959-60	Bruce H. Westley, Wisconsin
1961	Paul J. Deutschmann, Michigan State
1962-64	Wayne Danielson, North Carolina
1965	Richard F. Carter, Washington

Chairs of Elected Standing Committees (Members of the Executive Committee)

Research

1966	Malcom S. MacLean, Jr., Iowa
1967	Merrill E. Samuelson, Washington

1968	Verling C. Troldahl, Michigan State
1969	Guido H. Stempel III, Ohio
1970	Guido H. Stempel III, Ohio
1971	Guido H. Stempel III, Ohio
1972	Steven Chaffee, Wisconsin
1973	Maxwell E. McCombs, North Carolina
1974	Phillip J. Tichenor, Minnesota
1975	Peter Clarke, Michigan
1976	Peter Clarke, Michigan
1977	Peter Clarke, Michigan
1978	Richard Cole, North Carolina
1979	Richard Cole, North Carolina
1980	G. Cleveland Wilhoit, Indiana
1981	Wayne Danielson, Texas
1982	Jean Ward, Minnesota
1983	David Weaver, Indiana
1984	Ellen Wartella, Illinois
1985	Michael Ryan, Houston
1986	Sharon L. Dunwoody, Wisconsin
1987	Steven Chaffee, Stanford

Professional Freedom and Responsibility

1966	William E. Porter, Michigan
1967	James W. Markham, Iowa
1968	John L. Hulteng. Oregon
1969	Neale Copple, Nebraska
1970	Leslie G. Moeller, Iowa
1971	Leslie G. Moeller, Iowa
1972	Dwight L. Teeter, Wisconsin
1973	Leslie G. Moeller, Iowa
1974	Donald E. Brown, Arizona State
1975	Mary Ann Yodelis Smith, Wisconsin
1976	Mary Ann Yodelis Smith, Wisconsin
1977	Mary Ann Yodelis Smith, Wisconsin
1978	M.L. Stein, Cal State-Long Beach
1979	Donald L. Shaw, North Carolina
1980	David Gordon, Northwestern
1981	David Gordon, Miami
1982	Carol Oukrop, Kansas State
1983	Carol Oukrop, Kansas State
1984	Bill F. Chamberlin, North Carolina
1985	Bill F. Chamberlin, North Carolina
1986	Bill F. Chamberlin, North Carolina
1987	Edmund Lambeth, Kentucky

Teaching

1966	James W. Schwartz, Iowa State
1967	James W. Schwartz, Iowa State
1968	James E. Brinton, Colorado
1969	John B. Adams, North Carolina
1970	John B. Adams, North Carolina
1971	John B. Adams, North Carolina
1972	Richard G. Gray, Indiana
1973	Paul H. Jess, Michigan
1974	Edward P. Bassett, Kansas
1975	Catherine Covert, Syracuse
1976	Albert Scroggins, South Carolina
1977	Albert Scroggins, South Carolina
1978	Paul V. Peterson, Ohio State
1979	Paul V. Peterson, Ohio State
1980	Kenneth Starck, Iowa
1981	Donald Brod, Northern Illinois
1982	Donald Brod, Northern Illinois
1983	Sharon Murphy, Southern Illinois
1984	Sharon Murphy, Southern Illinois
1985	Sharon Brock, Ohio State
1986	Sharon Brock, Ohio State
1987	James A. Crook, Tennessee

Advisory Board Chairs
(Members of the Executive Committee)

1966	Warren C. Price, Oregon
1967	Warren C. Price, Oregon
1968	James W. Markham, Iowa
1969	James W. Markham, Iowa
1970	Joseph L. Morrison, North Carolina
1971	Kenneth S. Devol, Cal State-Northridge
1972	Bruce H. Westley, Kentucky
1973	Hunter P. McCartney, West Virginia
1974	William A. Fisher, Kent State
1975	John D. Stevens, Michigan
1976	Steve Lamoreux, Colorado State
1977	Joseph Scanlon, Carleton (Canada)
1978	Mary Gardner, Michigan State
1979	David Gordon, Northwestern

1980	Elden Rawlings, Miami
1981	Thomas Bowers, North Carolina
1982	Terry M. Hynes, Cal State-Fullerton
1983	Donald Glover, Nebraska
1984	Barbara Straus Reed, Rutgers
1985	Elsie Hebert, Louisiana State
1986	James W. Brown, Indiana
1987	Robert Logan, South Florida

Chairs of Divisions

Advertising

1966	John W. Crawford, Michigan State
1967	Ernest Sharpe, Texas
1968	Robert V. Zacher, Arizona State
1969	James E. Dykes, Kansas
1970	Kenneth L. Atkin, Michigan State
1971	Ivan L. Preston, Wisconsin
1972	James J. Mullen, North Carolina
1973	Jerry R. Lynn, Tennessee
1974	Frank N. Pierce, Florida
1975	Alan D. Fletcher, Tennessee
1976	Bob J. Carrell, Oklahoma
1977	Wilma Crumley, Nebraska
1978	Don Jugenheimer, Kansas
1979	Ernest Larkin, Oklahoma
1980	Thomas Bowers, North Carolina
1981	Charles Frazer, Washington
1982	Don Glover, Nebraska
1983	James Terhune, Florida
1984	Elsie Hebert, Louisiana State
1985	Elsie Hebert, Louisiana State
1986	Ernest Larkin, Oklahoma
1987	Mary Alice Sentman, North Carolina

Graphic Arts

1966	Harold W. Wilson, Minnesota
1967	Russell N. Baird, Ohio
1968	Avon Wilson, Lincoln
1969	Richard H. Wiggins, Louisiana State
1970	J.K. Hvistendahl, Iowa State
1971	Russell N. Baird, Ohio
1972	Fred B. Bauries, Michijgan State
1973	Donald Hill, Middle Tennessee State
1974	Mary Koehler, Cal State-Fullerton
1975	Paul W. Sullivan, Evansville
1976	Paul W. Sullivan, Evansville
1977	Ray Laakaniemi, Virginia Commonwealth
1978	Cornelius R. Lyle II, Keene State
1979	Sandra Ernst, Michigan State
1980	Michael Stricklin, Nebraska
1981	Michael Stricklin, Nebraska
1982	Carolyn Cline, Alabama

History

1966	Warren C. Price, Oregon
1967	Warren C. Price, Oregon
1968	William E. Ames, Washington
1969	William E. Ames, Washington
1970	Joseph L. Morrison, North Carolina
1971	Ronald T. Farrar, Southern Methodist
1972	Richard A. Schwarzlose, Northwestern
1973	Catherine Covert, Syracuse
1974	John D. Stevens, Michigan
1975	Donald L. Shaw, North Carolina
1976	Mary Ann Yodelis Smith, Wisconsin
1977	Thomas H. Heuterman, Washington State
1978	Paul V. Peterson, Ohio State
1979	Robert Kahan, Iowa State
1980	Sam Kuczun, Colorado
1981	Terry M. Hynes, Cal State-Fullerton
1982	Jerilyn McIntyre, Utah
1983	David Nord, Indiana
1984	Warren T. Francke, Nebraska-Omaha
1985	Marion Marzolf, Michigan
1986	Owen Johnson, Indiana
1987	Jean Folkerts, Mount Vernon

International

1966	John B. Adams, North Carolina
1967	John B. Adams, North Carolina

1968	James W. Markham, Iowa
1969	James W. Markham, Iowa
1970	Alex S. Edelstein, Washington
1971	Alex S. Edelstein, Washington
1972	William A. Hachten, Wisconsin
1973	John C. Merrill, Missouri
1974	Ramona Rush, Florida
1975	Richard R. Cole, North Carolina
1976	Vernon A. Keel, South Dakota State
1977	Mary Gardner, Michigan State
1978	Kurt E.M. Kent, Florida
1979	Lowndes Stephens, South Carolina
1980	L. John Martin, Marlyand
1981	Gertrude Robinson, McGill (Canada)
1982	Michael Sewell, Texas Wesleyan
1983	Jae-Won Lee, Cleveland State
1984	Christine L. Ogan, Indiana
1985	Manny E. Paraschos, Arkansas-Little Rock
1986	Edna Einsiedel, Calgary (Canada)
1987	Anantha Babbili, Texas Christian

Law

1974	Dwight Teeter, Kentucky
1975	Donald Gillmor, Minnesota
1976	David Grey, San Jose
1977	David Grey, San Jose
1978	David Gordon, Northwestern
1979	Cliff Lawhorne, American University Cairo
1980	Charlene Brown, Indiana
1981	Bill Chamerlin, North Carolina
1982	Kent Middleton, Georgia
1983	Jay B. Wright, Syracuse
1984	T. Barton Carter, Boston
1985	Steven J. Helle, Illinois
1986	Robert Drechsel, Wisconsin
1987	Whitney Mundt, Louisiana State

Magazine

1966	Karl F. Zeisler, Michigan
1967	C.S. McCarthy, Duquesne
1968	C.S. McCarthy, Duquesne
1969	John R. Wilhelm, Ohio
1970	John R. Wilhelm, Ohio
1971	Deryl Leaming, Kansas State
1972	John R. Wilhelm, Ohio
1973	Gene Burd, Texas
1974	Carol Reuss, Loyola
1975	John W. Garberson, Nevada
1976	Byron Scott, Ohio
1977	Caroline I. Ackerman, Northwestern
1978	Lee Young, Kansas
1979	Edwin Haroldsen, Brigham Young
1980	John Hayes, Temple
1981	John Hayes, Temple
1982	Lamar W. Bridges, Central Michigan
1983	Barbara Reed, Cal State-Los Angeles
1984	Dean M. Gottehrer, Alaska
1985	J. William Click, Louisiana State
1986	Dru Riley Evarts, Ohio
1987	Caroline Dow, Indiana-Indianapolis

Mass Communication and Society

1968	Leslie G. Moeller, Iowa
1969	John M. Kittross, Temple
1970	Kenneth S. Devol, Cal State-Northridge
1971	James W. Carey, Illinois
1972	Edward J. Trayes, Temple
1973	Edmund M. Midura, Wisconsin-Milwaukee
1974	Del Brinkman, Kansas
1975	Gene Burd, Texas
1976	Herbert Altschull, Indiana
1977	David Gordon, Northwestern
1978	David Eshelman, Central Missouri
1979	Mark Popovich, Ball State
1980	Gerald Stone, Memphis State
1981	Lawrence Schneider, Cal State-Northridge
1982	Michael Ryan, West Virginia
1983	Jay Black, Utah State
1984	Bruce Garrison, Miami
1985	Roy L. Moore, Georgia State
1986	Robert Logan, South Florida
1987	Lowndes Stephens, South Carolina

Minorities

1971	Lionel C. Barrow Jr., Foote, Cone & Belding
1972	Lionel C. Barrow Jr., Wisconsin-Milwaukee
1973	Bill Stroud, Wisconsin-Milwaukee
1974	Sam Adams, Kansas
1975	Pamela Johnson, Wisconsin
1976	Pamela Johnson, Wisconsin
1977	James Williams, Howard
1978	Stuart Surlin, Windsor (Canada)
1979	Stuart Surlin, Windsor (Canada)
1980	Robert L. Nwanko, Howard
1981	Richard Allen, Michigan
1982	Clinton C. Wilson II, Southern California
1983	Christine Harris, The Consortium
1984	James Hawkins, Florida A&M
1985	Lawrence Kaggwa, Howard
1986	Elayne Hayes-Anthony, Jackson State
1987	James Jeter, Florida A&M

Newspaper

1966	Curtis D. MacDougall, Northwestern
1967	Curtis D. MacDougall, Northwestern
1968	Curtis D. MacDougall, Northwestern
1969	Curtis D. MacDougall, Northwestern
1970	Curtis D. MacDougall, Northwestern
1971	Delbert McGuire, Colorado State
1972	William A. Fisher, Kent State
1973	William A. Fisher, Kent State
1974	Verne E. Edwards Jr., Ohio Wesleyan
1975	John DeMott, Northern Illinois
1976	T. Joseph Scanlon, Carleton (Canada)
1977	John Mitchell, Syracuse
1978	Wallace Eberhard, Georgia
1979	Elden Rawlings, Texas Christian
1980	Thomas Engleman, The Newspaper Fund
1981	Cleve Mathews, Alaska
1982	Roy Halverson, Oregon
1983	Russell Shain, Colorado
1984	James Crook, Tennessee
1985	Samuel V. Kennedy III, Syracuse
1986	Ardyth Sohn, Colorado
1987	Raleigh Mann, North Carolina

Photojournalism

1967	James A. Fosdick, Wisconsin
1968	James A. Fosdick, Wisconsin
1969	Richard Hildwein, Illinois
1970	R. Smith Schuneman, Minnesota
1971	Robert B. Rhode, Colorado
1972	Ira Wilmer Counts Jr., Indiana
1973	Robert L. Kerns, South Florida
1974	J.B. Colson, Texas
1975	Stephen P. Lamoreux, Colorado State
1976	Stephen P. Lamoreux, Colorado State
1977	Don Martin, New Mexico State
1978	Jerry Townsend, San Antonio
1979	William Baxter, Georgia
1980	Wil Counts, Indiana
1981	William Thorn, Marquette
1982	Richard Beckman, North Carolina

Public Relations

1966	James R. Young, West Virginia
1967	James R. Young, West Virginia
1968	Ernest F. Andrews, Iowa
1969	Ernest F. Andrews, Iowa
1970	William S. Caldwell, Southern California
1971	William S. Caldwell, Southern California
1972	Hunter P. McCartney, West Virginia
1973	H. Frazier Moore, Georgia
1974	H. Frazier Moore, Georgia
1975	Douglas Ann Newsom, Texas Christian
1976	William B. Toran, Ohio State
1977	Carol Oukrop, Kansas State
1978	Frederick C. Whitney, San Diego State
1979	James Grunig, Maryland
1980	Michael Hesse, Alabama
1981	Dennis Wilcox, San Jose State
1982	Donald K. Wright, Georgia
1983	Frank Kalupa, Georgia

1984	Norman R. Nager, Cal State-Fullerton
1985	Linda H. Scanlon, Norfolk State
1986	Mark McElreath, George Washington
1987	Judy VanSlyke Turk, Oklahoma

Qualitative Studies

1977	Karen Mooradian, Oklahoma
1978	Karen Mooradian, Oklahoma
1979	Guy T. Meiss, Central Michigan
1980	Guy T. Meiss, Central Michigan
1981	Clifford Christians, Illinois
1982	John Soloski, Iowa
1983	Gene Burd, Texas-Austin
1984	Theodore L. Glasser, Minnesota
1985	Albert Kreiling, Johnson C. Smith U.
1986	David Eason, Utah
1987	John Pauly, Tulsa

Radio and Television

1966	Rod G. Gelatt, Missouri
1967	Rod G. Gelatt, Missouri
1968	James K. Buckalew, San Diego State
1969	William S. Baxter, Georgia
1970	William S. Baxter, Georgia
1971	Ben L. Yablonky, Michigan
1972	Ben L. Yablonky, Michigan
1973	Vernon A. Stone, Wisconsin
1974	Vernon A. Stone, Wisconsin
1975	Larry Walklin, Nebraska
1976	Larry Walklin, Nebraska
1977	David Dary, Kansas
1978	David Dary, Kansas
1979	James Hoyt, Wisconsin
1980	James Hoyt, Wisconsin
1981	Charles Cremer, West Virginia
1982	Charles Cremer, West Virginia
1983	John Doolittle, Stanford
1984	John Doolittle, American U.
1985	James A. Wollert, Memphis State
1986	Sarah Toppins, Illinois
1987	Tim Wulfemeyer, Hawaii-Manoa

Secondary Education

1966	Lester G. Benz, Iowa
1967	Jack E. Backer, Kansas State
1968	Elwood C. Karwand, Wisc. State-Eau Claire
1969	Elwood C. Karwand, Wisc. State-Eau Claire
1970	Gene Gilmore, Illinois
1971	Gene Gilmore, Illinois
1972	Robert P. Knight, Missouri
1973	W. Manion Rice, Southern Illinois
1974	Louis E. Ingelhart, Ball State
1975	Louis E. Ingelhart, Ball State
1976	James Crook, Tennessee
1977	James Crook, Tennessee
1978	Richard P. Johns, Iowa
1979	Richard P. Johns, Iowa
1980	Robert Toltingham, Wisconsin
1981	Robert Toltingham, Wisconsin
1982	Mary Benedict, Indiana
1983	Mary Benedict, Indiana
1984	John M. Butler, Louisiana State
1985	John M. Butler, Louisiana State
1986	Thomas Eveslage, Temple
1987	Jack Dvorak, Iowa

Theory and Methodology

1966	Edwin B. Parker, Stanford
1967	Bradley S. Greenberg, Michigan State
1968	Jack M. McLeod, Wisconsin
1969	Richard F. Carter, Washington
1970	Lionel C. Barrow Jr., Foote, Cone & Belding
1971	Bruce H. Westley, Kentucky
1972	Phillip J. Tichenor, Minnesota
1973	Peter Clarke, Michigan
1974	Steven Chaffee, Wisconsin
1975	Maxwell E. McCombs, Syracuse
1976	Daniel Wackman, Minnesota
1977	G. Cleveland Wilhoit, Indiana
1978	Brenda Dervin, Washington
1979	Lee Becker, Ohio State
1980	Dennis Davis, Cleveland State
1981	David Weaver, Indiana
1982	Ellen Wartella, Illinois
1983	Charles Atkin, Michigan State
1984	Jane D. Brown, North Carolina
1985	Walter Gantz, Indiana
1986	Keith Stamm, Washington
1987	Garrett O'Keefe, Colorado State and D. Charles Whitney, Illinois

Visual Communication

1983	Zoe Smith, Marquette
1984	Carolyn Cline, Texas
1985	James W. Brown, Indiana-Indianapolis
1986	Craig Denton, Utah
1987	Doug Covert, Indiana-Indianapolis

Presidents of the National Community College Journalism Association (formerly the National Junior College Journalism Association)

1968-69	Fred Walker Jr., Vincennes University, IN
1969-70	James D. Sullivan, Eastern Oklahoma State
1970-71	Ed Eaton, Green River, WA
1971-72	Lillian Lodge Kopenhaver, Miami-Dade, FL
1972-73	G. Thomas Kramer, Los Angeles Pierce
1973-74	W.B. Daugherty, San Antonio College, TX
1974-75	Judith Burken, Kellogg Community, MI
1975-76	Warren Mack, DeAnza College, CA
1976-77	Robert Wylie, Amarillo College, TX
1977-78	Lynnell Jackson Burkett, San Antonio College, TX
1978-79	Roger Graham, Los Angeles Valley
1979-80	Betty Strehlau, Highline College, WA
1980-81	Janice Rawson, Citrus College, CA
1981-82	Alan Koch, Chemeketa Community, OR
1982-83	Janace Ponder, Amarillo College, TX
1983-84	Vicki Bortolussi, Ventura College, CA
1984-85	Mary Hires, County College of Morris, NJ
1985-86	Marvin M. Jacobson. Los Angeles Mission, CA
1986-87	Marlene Lerner, Johnson County College, KS
1987-88	Roy Wilson, College of the Desert, CA

Educator Members, American Council on Education For Journalism (ACEJ), 1941-1987

1941-44	Carl W. Ackerman, Columbia
1941-56	Ralph D. Casey, Minnesota
1941	Frank L. Martin, Missouri
1941-60	Kenneth E. Olson, Northwestern
1941-45	Charles R. Rogers, Iowa State
1944-50	Frank L. Mott, Missouri
1945-63	Fred S. Siebert, Illinois
1946	James L.C. Ford, Montana
1947-52	Ralph Lashbrook, Kansas State
1949-51	Leslie G. Moeller, Iowa
1952-53	Ralph O. Nafziger, Wisconsin
1953-54	Marcus M. Wilkerson, Louisiana State
1953	Burton W. Marvin, Kansas
1954-55	A. Gayle Waldrop, Colorado
1954-57	Dwight Bentel, San Jose State
1954 & 1958-63	Alfred A. Crowell, Maryland
1954 & 1956-59	Keen Rafferty, New Mexico
1955-60	Donald D. Burchard, Texas A&M
1955-68	John E. Stempel, Indiana
1958-59	Henry Ladd Smith, Washington
1959-60	Warren K. Agee, West Virginia
1959-62	Armistead S. Pride, Lincoln U.
1960-63	Edwin Emery, Minnesota
1960-65	Warren C. Price, Oregon
1961-62	William E. Porter, Iowa
1961-64	I.W. Cole, Northwestern
1963-66	A.L. Higginbotham, Nevada
1963-64	Charles T. Duncan, Colorado
1964-65	Jay Jensen, Illinois
1964-65	Clifford T. Weigle, Stanford
1964-79	Verne E. Edwards Jr., Ohio Wesleyan
1965-66	William E. Porter, Michigan
1965-68	Earl F. English, Missouri
1966-70	William E. Ames, Washington
1966-67	Warren K. Agee, West Virginia
1966-67	Curtis D. MacDougall, Northwestern
1966-72	John B. Adams, North Carolina
1967-76	James W. Schwartz, Iowa State
1967-71	Wallace E. Garets, Texas Tech
1968-70	Theodore Peterson, Illinois
1968-70	H. Eugene Goodwin, Penn State
1969-84	Milton Gross, Missouri
1969-70	C. Joe Holland, Oklahoma
1969-70	William E. Hall, Ohio State
1970-72	Murvin H. Perry, Kent State

1971-73	Paul H. Jess, Michigan
1971-77	Robert L. Jones, Minnesota
1971-73	Robert D. Murphy, Kentucky
1971-74	Harold L. Nelson, Wisconsin
1972-77	Danold R. Grubb, Northern Illinois
1973-77	Albert T. Scroggins, South Carolina
1973-77	John Paul Jones, Florida
1974-77	James W. Carey, Illinois
1974-80	Catherine Covert, Syracuse
1974 & 1978-84	Richard G. Gray, Indiana
1975-77	R. Neale Copple, Nebraska
1977-79	Del Brinkman, Kansas
1978-83	Paul V. Peterson, Ohio State
1978-84	Kenneth Starck, Iowa
1978-80	Edward Bassett, Southern California
1978-79	Galen Rarick, Oregon
1978-83	David Haberman, Creighton
1979-84	Billy I. Ross, Texas Tech
1980-86	Sharon Murphy, Southern Illinois
1980-83	Dwight Teeter, Texas
1980-85	Robert Blanchard, Penn State, Trinity
1981-83	Donald Brod, Northern Illinois
1984-87	Kenward Atkin, Cal State-Fullerton
1984-87	Terry Hynes, Cal State-Fullerton
1984-87	Walter Bunge, Ohio State
1984-87	Vernon Keel, North Dakota
1984-86	Thomas Heuterman, Washington State
1985	Carol Reuss, North Carolina
1985-87	D. Charles Whitney, Illinois
1985-86	Cortland Anderson, Ohio U.
1985-87	Elizabeth S. Yamashita, Oklahoma
1986	Billy I. Ross, Texas Tech
1986-87	Theodore Glasser, Minnesota
1986-87	Charles Arrendell, Texas-Arlington
1987	Sharon Brock, Ohio State
1987	LaRue W. Gilleland, Northeastern
1987	Robert M. Ruggles, Florida A&M

JOURNALISM MONOGRAPHS

No. 1 — Walter B. Emery, "Five European Broadcasting Systems." *August 1966*
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